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Celebrating the simplicity of the modern man

Douglas Nocibé opts for Quadpack's Regula family for its premium range for men

French-German beauty retail group Douglas Nocibé has developed a new men's skincare collection, tapping into the growing male grooming trend. The new range opted for the 50ml Regula Jar and the 50ml Regula Airless, from Quadpack's QLine portfolio, designed and manufactured in Germany.

The main goal of the brand was to have a new identity where the simplicity of the modern man is celebrated, with a sophisticated touch given by the formula and the packaging.



Regula Jar holds the Men Soin Visage Anti-Rides, with anti-ageing properties, while Regula Airless was chosen for the Men Soin Visage Hydratant moisturising cream. Both products are available in two formulas: Energy, which uses ginseng as a hero ingredient; and Sport, with marine minerals that provide a cooling sensation.

The men's grooming trend represents a big opportunity for skincare brands, according to Marcia Bardauil, Quadpack Senior Market Insights Lead. "While male consumers are becoming increasingly demanding about cosmetics, they still value simplicity in their beauty routines, which can be translated by the packaging and the decoration. The latest product launches respond to their needs with a minimalist approach that is highly appreciated by the modern man," she says.

The new range was launched this summer and is available in Nocibé's and Douglas' physical and online stores.

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About Quadpack

Established in 2003, Quadpack is an international manufacturer and provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, the Americas and the Asia Pacific region, and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. Listed on Euronext Growth in Paris, Quadpack relies on a workforce of 600 people to build a more sustainable world. Through its processes, products and people, it aims to have a positive impact on the planet and, through the Quadpack Foundation, on the communities in which it is present. For more information, please visit www.quadpack.com

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