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## **Aptar and Quadpack join forces for refillable lipstick product development**

*The new Iconic Woodacity® lipstick brings together Quadpack's expertise in wood and Aptar's technology in lipstick*

International beauty packaging manufacturer and provider Quadpack and Aptar Beauty + Home, worldwide leader in the design and manufacture of beauty dispensing solutions, have jointly developed a refillable lipstick which pushes the boundaries of sustainability and sensory appeal in makeup packaging. In a spirit of collaborative innovation, the two companies have blended their respective expertise in wood and stick mechanisms to create a product that delivers a great consumer experience: the Iconic Woodacity® lipstick.

Jeremy Garrard, Quadpack's Director of Market Development, said: "This has been a project firmly based on shared value. Aptar is a respected partner with whom we have a strong history of collaboration. Now, we are leveraging each other's complementary technologies, market positioning and customer base, to create a refillable makeup solution that really makes a difference."

Sergi Berthet, Vice-President, General Manager Beauty EMEA at Aptar, said: "This solution combines Aptar's expertise in mechanisms for prestige lipsticks, with Quadpack's know-how in high-end wood solutions. Our partnership has led to an innovative and premium refillable lipstick, which illustrates our common goal of a sustainable future for packaging."

The Iconic Woodacity® lipstick is a premium pack designed for minimal impact and maximum consumer engagement. It incorporates Aptar's Iconic mechanism, recognised as the quality standard by leading makeup brands worldwide, and offers a smooth, constant and precise rotation over time. It is reliable and compatible with most filling lines without any adjustments. POM-free, glue-free and lubricant-free, the mechanism allows perfectly smooth actuation of the bullet.

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The mechanism is contained in a monomaterial casing custom-designed and manufactured by Quadpack, made of 100% certified ash wood from sustainably-managed forests. Wood lends natural beauty and adds a sensory dimension to the pack. The casing opens and closes with a new, yet intuitive gesture. The patented 'Solo Twist' system features an oval-shaped interior which ensures that the cap auto-locks on a quarter turn. The twist gesture is a departure from standard click closures, making it fresh and fun.

The lipstick is refillable with ease: consumers simply pull out the used mechanism and snap in the new one. They can also keep various colours and insert the one they want to use today, further reducing the pack's impact.

The entire pack is made in Europe. The mechanism is manufactured by Aptar in Chavanod, France (formerly Aptar Reboul). Aptar Chavanod uses renewable energy, while 95% of production waste is reused or recycled.

The wooden container – with PEFC™ (Programme for the Endorsement of Forest Certification) or FSC® (Forest Stewardship Council) certification on demand – is made at Quadpack's wood factory in Catalonia, Spain, where a biomass plant converts production waste into energy.

The Iconic Woodacity® lipstick will be commercially available from both Aptar and Quadpack.

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## Note to editors

Woodacity® is a growing range of certified full-wood packaging solutions in Quadpack's QLine portfolio. Aptar's Iconic lipstick, a best-seller mechanism, has been chosen for years by the most prestigious makeup brands in the industry.

## About Aptar

Aptar Beauty + Home is part of AptarGroup, Inc., a global leader in the design and manufacturing of a broad range of drug delivery, consumer product dispensing and active material science solutions. Aptar's innovative solutions and services serve a variety of end markets including pharmaceutical, beauty, personal care, home, food and beverage. Using insights, proprietary design, engineering and science to create dispensing, dosing and protective technologies for many of the world's leading brands, Aptar in turn makes a meaningful difference in the lives, looks, health and homes of millions of patients and consumers around the world. Aptar is headquartered in Crystal Lake, Illinois and has 13,000 dedicated employees in 20 countries. For more information, visit [www.aptar.com](http://www.aptar.com).

## 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 more than 600 people to build a more sustainable world. As a registered B Corp, it works to ensure a positive impact on the planet and society and, through the Quadpack Foundation, on the communities in which it is present. For more information, please visit [www.quadpack.com](http://www.quadpack.com)

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