

For immediate release
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A gentle, natural scent for children

Children's clothing brand Petit Bateau launches a new fragrance for toddlers with a Quadpack cork cap

Gentle for the skin and for nature, 'Eau Soilogne' is the new fragrance launched this autumn by French brand of children's clothing Petit Bateau. The fragrance concept is rooted in sustainability, from the juice to the pack. While the natural flower water is completely vegan, the cork cap manufactured by international beauty packaging manufacturer and provider Quadpack is monomaterial and sourced from sustainably-managed forests.



Especially developed for toddlers, the fragrance is a 'care cologne' – its formula is hypoallergenic, alcohol-free and has more than 97% natural ingredients.

Eau Soilogne is completely made in Europe, and the cap is manufactured and decorated at Quadpack Wood, a landmark in sustainable beauty packaging manufacturing. The factory operates exclusively with renewable energy and has a biomass plant that transforms production scrap into fuel.

"Made entirely of cork, the cap has no plastic inserts and brings a natural, gentle touch to the pack. It's just perfect for a children's perfume," says Denisa Stircea, Quadpack's Wood Category Lead.

The new fragrance is available at Petit Bateau's 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 800 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

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