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‘Naked’ airless packaging for NUORI’s The One

NUORI chooses Quadpack’s Regula Airless with unadorned PCR

Danish skincare brand NUORI has combined eight hero skincare ingredients in a single formula for its new launch, The One. Simple, yet highly functional, the all-natural cream benefits from the powerful protection of Quadpack’s Regula Airless, which shields the hard-working formula from external contamination, without the need for synthetic preservatives. As a responsible skincare brand, NUORI selected recyclable materials for its packaging, including 100% recycled PET for the outer bottle and cap, retaining their sea green shade, aesthetically blended with the brand ID.



“We wanted the most sustainable pack with the highest protection,” said NUORI Brand Manager Ann-Marie Røn Lund Jensen. “As our expert partner, Quadpack always takes us on a journey to navigate the options in terms of innovation and sustainability. With The One, our research and discussions led us to embrace recycled material, complete with its imperfections and colour variations. Airless was a given. The finished pack perfectly fits our mindset of high performance, simple aesthetics and low waste.”

The One is an inclusive product for everyone, simplifying complicated skincare routines into an easy yet effective one-step ritual. Like all NUORI products, it contains no synthetic preservatives, stabilisers and other additives used to prolong shelf life. Instead, it relies on airless technology and small-batch production for the freshness of the ingredients. The One carries an expiry date that applies from the moment it was made.

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The One is entirely made in Europe. Blended in Denmark, its packaging is manufactured and decorated at Quadpack's production facilities in Kierspe, Germany. Quadpack's experience in PET injection enabled a flawless mix of PP and rPET. The inner bottle and metal-free pump – the parts in contact with the bulk – are made of PP for product compatibility. A rigorous three-month testing process ensured perfect affinity between formula and packaging.

The outer bottle and cap, both rPET, were left uncoloured and visibly recycled, with branding applied in two-colour silk-screen. The inner bottle, adapter and dispenser were colour injected for a harmonious match with the sea green of the outer. The result is a sustainable packaging solution that encapsulates Scandinavian minimalism, endowed with the airless protection required to ensure the efficacy and freshness of NUORI's simple, super-charged skincare formula.

The One is sold online and in stores worldwide.

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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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