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Elate Beauty: kindness wrapped in wood

Quadpack creates reusable and recyclable packaging range with exquisite wooden components for North American B Corp

North American brand Elate Beauty believes beauty should be kind – kind to people, animals and the planet. Its range of cosmetics is vegan and cruelty-free and over 95% of its packaging is reusable, recyclable or plantable. All of it is beautifully adorned with sustainable wood. It's no surprise that Elate is part of the growing B Corp community of companies using business as a force for good. There was a perfect synergy, therefore, with its new packaging provider Quadpack, also a B Corp with offices in Dallas, Texas.



Quadpack created the packaging for its Prep Priming Serum and Refresh Foundation. Both packs are refillable, recyclable and endowed with gorgeous caps and components made of ash wood from sustainably-managed forests. Designed and manufactured at the Quadpack Wood factory in Spain, these perfectly align with Elate's message of kindness.

Prep, Elate's smoothing makeup primer, is housed in Quadpack's 30ml Skin-Up glass bottle with a wooden collar, featuring a bulb dropper for targeted application. An Elate best-seller, Refresh liquid foundation is also packaged in a 30ml Skin-Up glass bottle, dispensed through a convenient push button dropper. Frosting, colour coating and silk screening provided the finishing touches to this beautiful collection.

Customers can clean and reuse the pumps and droppers and purchase separate refills. At their end of life, both the droppers and bottles can be added to household recycling or returned for responsible disposal. Thanks to Elate's partnership with non-profit recycling collective Pact, all of its packaging can be returned for recycling, by post or at any of its retail outlets in North America.

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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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