

For immediate release
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Elegant, versatile and monomaterial: Quadpack's new lipstick range

Quadpack launches five new lipsticks, each made of a single, recyclable material



International beauty packaging manufacturer and provider Quadpack is proud to present a full range of monomaterial lipsticks made of recyclable materials. The five products, comprising aluminium, polypropylene (PP) and polyethylene (PET) designs and two refill formats, boast an 'Advanced' level of sustainability, according to Quadpack's positive-impact product (PIP) ratings system. A full report is available for each one, based on life-cycle assessments of their environmental impact.

With a variety of shapes, features and gestures, there is one for everyone: the versatile range supports different types of formulas, from lip colour to blush, concealer and even solid fragrance. Their look and feel can adapt to suit any brand identity, using a host of decoration techniques and finishes. Adding a soft-touch effect brings a sensory dimension to premium products. The range, named to reflect the elegance of tall, iconic architectural structures, includes:

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Oculus: This refillable aluminium lipstick is pure sophistication, with a luxurious ribbed design and a balanced 50/50 ratio. Refilling is easy: just pull out the cartridge and snap in the new one! The refill cap is made of PET. Cup size: 127mm. Capacity: 4-4.2g.

Menara: Designed to support long-lasting claims, this lipstick has an airtight closure to protect formulations from drying out. Its PP construction offers high compatibility, making it a perfect solution for a variety of skincare, makeup and solid fragrance products. Available with up to 50% PCR PP. Cup size: 110mm. Capacity: 3.5-3.8g.

Kouros: With 90/10 proportions, this classy lipstick has a modern design that combines recyclability with practicality. Made entirely of PET, it can include up to 50% PCR PET. Cup size: 127mm. Capacity: 4-4.2g.

Reforma: Perfect for creamy formulas, this petite lipstick features a 50/50 design and a slanted tip to allow precise application on any area of the face. It is made of PET and can include up to 50% PCR PET. Cup size: 110mm. Capacity: 3.5-3.8g.

Emerald: The first PET lipstick to be launched in the range, Emerald's cylindrical variant is now available with a unique twist-and-lock refill mechanism (refill cap is HDPE). Simply twist the base to lock and unlock, for effortless bullet replacement. Emerald also comes in a striking square design and all variants can contain up to 100% rPET.

All are top-filling and compatible with standard filling lines.

The lipstick range complements Quadpack's growing portfolio of monomaterial makeup packaging, including sticks for face and body and dip-in packs.

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Editors' notes

Quadpack shares LCA data on every product in its catalogue in comprehensive Environmental Reports to help brands make informed decisions. To consult the reports for this range, download them from the catalogue entry of each lipstick: <https://www.quadpack.com/product-catalogue/browse/sticks/lipsticks/11280874/> The reports can also be emailed on request.

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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