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Luxury meets sustainability with Collistar's new dip-in pack

LIFT HD+ Smoothing Lifting Concealer is beautifully packaged in Quadpack's monomaterial Gala dip-in pack with The Essential applicator

Who couldn't use a beauty boost now and then? Italian brand Collistar's new LIFT HD+ Smoothing Lifting Concealer is designed to do just that, removing signs of tiredness and restoring radiance. Boasting 95% ingredients of natural origin, the product is housed in a monomaterial packaging solution from international beauty packaging manufacturer and provider Quadpack that enhances the user experience. The Gala dip-in pack features an attractive thick-wall bottle and is combined with the Essential applicator for super soft and easy application. The pack is entirely made of polyethylene terephthalate (PET), meeting the brand's criteria for the exclusive use of recyclable materials.



Matilde Rossi Scota, Head of Sustainable Development at Collistar, explained: "Among our main sustainable development objectives are those linked to packaging and eco-design. Specifically, we are committed to releasing only refillable or recyclable packaging by 2025. This means reducing the complexity and quantity of materials by favouring monomaterial choices to ensure that our packaging, once correctly disposed of by the consumer, can be recovered and recycled through standard recycling technologies. By choosing the monomaterial Gala bottle, Lift HD+ Corrector has been revisited in a modern and eco-conceived way that is aligned with our objectives."

Developed by Quadpack, the packaging solution is the perfect blend of luxury aesthetics, high performance and monomaterial design. Gala's beautifully-crafted 4.5ml bottle exudes prestige with its substantial size impression and clean silhouette. Having tried out the choice of matching applicators, Collistar selected The Essential as the right tool to deliver the formula.

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Its round-tipped spatula has dual reservoirs on opposite sides to load the right amount of product. The flexible wand and soft tip make application gentle, easy and entirely pleasurable.

Gala neatly adapts to suit Collistar's premium brand identity. Quadpack ensured the decoration met the brand's exacting requirements. A black matt varnish is expertly applied to the cap, with the logo discretely hot stamped on the top. The bottle is left transparent, keeping the formula within view, with the lettering silk screened in black along the side. The overall look is one of minimalist elegance.

Collistar, a long-time client of Quadpack, was delighted with the result. For the next iteration, the brand is considering the use of post-consumer recycled (PCR) PET. Quadpack's life-cycle assessments show that a switch to a full PCR version would improve the pack's circularity index by 60%, with a 25% reduction in the brand's Scope 3 carbon footprint.

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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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