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**facegloss packaging blends recyclability with aesthetics**

*Quadpack helps influencer's new beauty brand get off the ground with full packaging range*



Launching a new beauty brand in a competitive market is no easy feat. facegloss burst onto the scene in October 2023 with a full collection of skincare products. Four months on, the Spanish brand is trending hard, acclaimed on social networks and in high-profile media. A key factor of its success is the beautiful packaging made of recyclable materials, developed by international beauty packaging manufacturer and provider Quadpack.

Founder, cosmetics coach and 'skinfluencer' Anna Arbós already had a loyal following on social media as 'Glow by Anna'. Creating facegloss was the fulfilment of a dream, as she applied all her accumulated knowledge in creating a range that offers high-performing skincare at affordable prices, aimed at a millennial audience. With €220,000 in funding and a partner network in place, she turned to Quadpack to package the various products: Cloud cleansing mousse, Chill toning and soothing spray, Superglow antioxidant serum, Glasskin all-in-one serum and Feels Like Water moisturising cream.

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Quadpack created a coherent, stylish range, across a variety of formats, customising its popular Skin-Up Bottle and Regula Glass Jar, as well as a high-performance foamer and mist spray. To harmonise the range, the caps and pumps were colour-injected a soft pastel lilac, while the bottles and jars were left transparent with a subtle touch of colour, to highlight the products inside.

For facegloss, sustainability is a basic factor, a part of its philosophy and way of being. The packaging materials were therefore chosen for recyclability, including polypropylene (PP), polyethylene terephthalate (PET) and glass.

Arbós said: “The reception of facegloss has been incredible. We already have loyal customers who appreciate the brand not only for offering high-quality products, but also for its aesthetic image and spectacular packaging. As we always say, these are the products you want to have in your bathroom.

“Our packs are absolutely beautiful. While were clear about what we wanted, Quadpack helped us from the very start to consider the best options, always supporting us and offering the best quality. Its professionalism and closeness to us as an emerging brand have been impeccable!”

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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](http://www.quadpack.com)

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