Press Release For immediate release - 05/08/2013

Original Link: *https://www.quadpack.com/skin-care/latest-launches/11033557/natura-bissÃ©-presenta-il-primo-flacone-airless-di-vetro-unico-nel-suo-genere/*

Natura BissÃ© introduces the first airless glass bottle of its kind

Once again, Natura Bissé has taken the beauty market by storm. Its latest rejuvenating night treatment not only breaks new ground in skin care, but also revolutionises beauty packaging. Diamond Life Infusion is contained in the world's first pack that combines a glass bottle with a rigid Yonwoo airless container custom developed by Quadpack.

"We relied on Quadpack's professional team for the creation of an innovative packaging concept and they did not disappoint – they fulfilled all our requirements," says Patricia Fisas, Natura Bissé's Marketing Director.

Part of the Diamond Collection, Diamond Life Infusion is a potent self-regenerating serum formulated with 16 rejuvenating ingredients. Formula protection is therefore a key factor in the design of the packaging. A 25ml airless container protects the formula from oxidation and external contamination.

The airless cylinder is concealed within a beautiful glass bottle custom made to fit. Carefully following Natura Bissé's design, the inner wall has been pearlised, maintaining the transparency and reflection effect of the outer wall. Silver and black branding is flux printed onto the outer wall to match the aesthetics of the Diamond Collection.

A custom aluminium-sheathed collar holds all components securely in place. Enhancing the prestigious look and feel of the product, the collar adds further weight and brilliance. The logo and lettering are subtly debossed around the top edge. In terms of shape, the round collar contrasts strikingly with the rectangular contours of the bottle. An aluminium-clad cap, with 'NB' debossed in the centre, completes the pack.

--- ENDS ---

About Quadpack Industries SA

Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com

Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, 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. For more information, please visit www.quadpack.com.

Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com

QUADPACK



Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com