

Press Release

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Nocibé® chooses Yonwoo Well Pump for make-up remover

French retail chain Nocibé has launched its own brand make-up remover, Eau Micellaire Démaquillante Visage et Yeux. Sold at its 450 perfumery outlets in France, as well as through its online store, the product is contained in a 150ml Yonwoo Well Pump.

Developed by Quadpack in the run-up to its launch last summer, the pack answers Nocibé's list of strict requirements. The company wanted a pack that was easy to use, clean and practical and offered precision dosage.

Yonwoo's Well Pump fulfilled all requirements and more. Well pumps, which are a Quadpack bestseller in France, are hygienic and fun to use. Consumers press a cotton wool pad onto a disc actuator, to release a perfect dose of the liquid. There is no direct contact with the formula and hands are kept clean and dry.

Nocibé Eau Micellaire Démaquillante Visage et Yeux removes both make-up and impurities from the face and eye area. The gentle formula is free from alcohol and parabens and is enriched with the moisturising properties of bamboo.

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About Quadpack Industries SA

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.

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