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Fresh new packaging for La Purete Okuru range

Quadpack has helped La Pureté to refresh the original packaging of its Okuru range. This fast-growing Australian skin care brand offers 'nature's botox alternative' to combat signs of ageing.

Using the seeds of the West African Okuru plant, the all-natural range helps minimise facial expression lines in a similar way to botox, but applied topically without the need for invasive injections.

The new packs developed by Quadpack complement Okuru's natural credentials. A 30ml Jumbo airless jar and a 15ml Solid PP airless pack protect the formulas of the Protective Day Crème, Resurrection Night Crème and Triple Effects Eye Crème, sealing them in an airtight environment with an innovative dispensing system.

Okuru Mild Crème Facial Cleanser and Toner is contained in a 100ml oval tube with flip-top cap.

Decorated in green and white, the packs have a matt varnish coating for a natural, earthy feel.

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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.

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