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Fifties Aussie beach culture comes to life with SugarBaby

Quadpack has developed a range of dazzling packs for lifestyle brand SugarBaby in Australia. Using two Yonwoo Jumbo airless containers, the products feature the brand's signature fifties look of pure feminine glamour.

SugarBaby was conceived out of two sisters' love affair with Aussie beach culture. Australian beauty professionals Lizie and Nicci Clifton started their own brand in 1998, inspired by the seaside locations where they spent much of their youth.

Replicating that feel-good factor with "a little sun-kissed twinkle," SugarBaby offers double-duty beauty products that capture the essence of the effervescent 'Aussie way of life'.

Suntanned Sweeties moisture-rich tropical sunscreen formula combines an exotically fragranced lotion with a sun protection shield in an innovative 200ml airless pump from Yonwoo. Perfect for skin after a day of sun, sand and surf, the pack's decoration is bursting with colour.

The same Yonwoo pack was developed by Quadpack for SugarBaby's Aloe-Sailor Soothing Body Cream, again featuring stunning graphics on the label. This deliciously-scented Aloe Vera infused body cream soothes and smoothes summer skin.

The 100ml airless Jumbo pack was developed for three products within SugarBaby's gift pack selection, all decorated with fifties-style labels. Rescue Remedy Body Cream, Hand Cream and Foot Cream attractively complement the brand's detox, manicure and pedicure gift boxes.

Yonwoo airless technology protects the integrity of these high-tech formulas, while prolonging their functional use.

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

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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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