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Sustainable airless packaging for Macon Meerescosmetic

The Naturelles skin care range of German cosmetics company Macon Meerescosmetic uses natural marine ingredients that respect the environment. The airless packaging of the new range, developed by Quadpack, contains recycled materials and dispenses the products without aerosols and without waste.

Yonwoo's airless 50ml Jumbo series was chosen for its hand cream, day cream and face mask. The 30ml Jumbo Slimline pack contains Macon's facial serum. Airless technology protects the formula from external contamination and allows less use of artificial preservatives. The pump dispenses nearly all of the product, avoiding unnecessary waste.

The containers are made of recyclable PP, colour matched white with a matte finish.

All Naturelles products have the same distinctive paper cap made of post-consumer recycled (PCR) materials. The cap was also developed to fit the existing bottle used for Macon's body milk, to maintain brand continuity.

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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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