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Argan oil heads Down Under with De Lorenzo

Argan oil has been used to nourish hair in the Northern African regions for centuries. De Lorenzo, manufacturer of professional hair care products, brings this miracle substance to Australian women with the help of Quadpack Group.

Over the past years, more and more Western women have experienced the benefits of argan oil. Extracted from the kernel of the argan tree, a species endemic to North Africa, it not only deeply nourishes hair and leaves a diamond shine, but also protects it from the hot, burning sun. While these characteristics are hugely appealing to Australian woman, argan oil's natural properties also fit right in with De Lorenzo's philosophy, which is built on prescriptive products respectful to the environment.

De Lorenzo Argan Oil is presented in a 50ml dual-structure pump, part of Yonwoo's airless range for advanced formulas. The inner cylinder has been treated with a crimson red colour, which is visible from the exterior. Two-tone screen-printing enhances the prestige feel of the design, while the heavy wall structure keeps it fresh and liquid until the last drop.

Available in Australian salons, De Lorenzo Argan Oil is proof that Quadpack's packaging solutions can be applied to hair as well as skin.

Check out the Dual Cylindrical pack in the catalogue.

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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.



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Quadpack Group Press Office
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Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com