Press Release For immediate release - 25/02/2016

Original Link: *https://www.quadpack.com/skin-care/latest-launches/11178212/los-tarros-acrÃlicos-ofrecen-a-prima-derm-un-perfecto-y-renovado-aspecto-farmacÃ©utico/*

Prima-Derm revamps its XPERT range with Quadpack's Q-Line acrylic jar

Award-winning pharmaceutical company Prima-Derm has revamped its XPERT range using Quadpack's Q-Line 50ml acrylic jar. Part of its flagship brand SingulaDerm, the Barcelona-based company wanted to modernise the OTC range with a new image. The jar's clinical look and feel fit the bill perfectly.

Prima-Derm Purchase Assistant Marta Ortiz explained: "The acrylic jar ticked all our boxes in terms of price/performance and aesthetics. We chose it to modernise our packaging, as it is visually aligned with the pharmaceutical area and with our end user. Since its relaunch, it has been very well received by our customers."

SingulaDerm is a skin care brand based on molecular and preventive cosmetics that applies pharmaceutical science to cosmetic dermatology. The brand comprises a range of high-tech formulas designed to promote skin health and treat the greatest signs of skin ageing, key among which is the XPERT line.

Quadpack's 50ml acrylic jar was used to package three XPERT products: XPERT Collageneur, anti-ageing firming cream; XPERT Raffermissant, a firming neckline cream; and XPERT Expression, an expression wrinkle cream.

The jars have a SAN exterior for a premium glossy look, while the inner well is made of PP for greatest formula compatibility. The XPERT branding was applied using a hot-stamping process. The logo appears elegantly embossed on the top of the cap.

XPERT is sold at pharmacies and drugstores and is available in selected countries in Europe, the Far East and Central America.

--- ENDS ---

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

QUADPACK

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

QUADPACK



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