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Clarins' exclusive co-development with Quadpack Group company Yonwoo Europe

Beauty care specialist Clarins is a pioneer in the men's skin care market. As the Clarins Men line continues to grow, so does the demand for innovative packaging concepts. Two of its latest launches meet this demand head-on, resulting from an exclusive co-development with Clarins and Quadpack Group company Yonwoo Europe, using airless technology.

Men's grooming products are now so commonplace, it is hard to remember a time when they were not. Yet Clarins Men continues to shine brightly in the market with its high-quality formulas, diverse range and distinguished petrol blue, white and silver presentation. When launching two new products – Anti-fatigue Eye Serum and Revitalising Gel – the company turned to Yonwoo Europe for a bespoke packaging concept.

Yonwoo's designers developed a unique 'Turn Up' dispenser that embodies pure elegance in terms of form, function and ease of use. Using only one hand, a twist of the collar shifts it down to reveal the actuator, followed by a light pump to distribute the correct dose. Another twist brings the collar back up to cover the actuator, thus keeping the formula safe, dry and drip-free and at the same time eliminating the need for a separate cap. Yonwoo's airless technology is built into the bottle's architecture, providing extra protection against contamination.

Following Clarins environmental demands, raw material usage is optimised, with a single wall structure that minimises plastic content.

The 50ml and 20ml packs have been finished with a stylish, metallic heat transfer bearing the company's branding and represent two new and exclusively conceived additions to the prestigious Clarins Men line.

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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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