

Press Release

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## Keeping skin (and nature) protected

Bondi Sands' new launch brings Australian eco-conscious beauty to the global stage

The coveted Australian glowing skin is the result of a skincare routine that values organic and ethical products. Although it might seem effortless, Australian beauty is all about protection: its suncare formulas with minimal impact on the environment are on the rise and conquering passionate consumers all over the world.

Australian-based beauty brand Bondi Sands, globally known for its self-tanning and suncare products, has partnered with Quadpack to develop the airless packaging for its new SPF range, Hydra UV Protect. Besides being PETA certified and reef friendly, the new range has a recyclable airless pump with a metal-free mechanism.

The pack is entirely made from PP and PE, polymers that are widely recyclable by curbside collection. "Consumers want to reduce their footprint and sometimes find this very difficult. We, as a brand, must invest in sustainable and innovative packaging, making it easier for consumer to recycle" says Blair James, Bondi Sands' co-founder.

Hydra UV Protect is being launched in Australia in September 2020, followed by UK and the USA in the future.

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### ***About Quadpack Industries SA***

*Quadpack Industries is an international manufacturer and a provider of enhanced packaging*

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