

## Baralan to Showcase Latest New Products and Innovations inspired by 2023 Beautytude Project

*Solutions reflect the company's attitude to beauty and trends through its 2023 Beautytude concept, also promoting its commitment to sustainability*

**Baralan**, a consolidated player in primary packaging for the cosmetics and beauty industries, will be exhibiting at **Cosmopack Bologna, March 16-18, 2023, Hall 18, Booth D32-E13**. The assortment of new products that Baralan will showcase at the event reflect its **2023 Beautytude concept**: expressing the company's attitude to beauty and take on current trends and style themes – clean beauty and sustainability chief among them, as well as vibrant nail color and precise application for skincare – Beautytude approach serves as inspiration for the development of new products and the use of sustainability-minded materials. With a deep expertise that comes from working with glass for over six decades, the company's most recent products were developed with a continued concentration on sustainability and recyclability. While glass continues to be the focus, Baralan remains committed to presenting new standard products that have a lower environmental impact.

Staying true to its mission to develop new standard products in both style and design, Baralan will present a new range of glass bottles, the **Lilibet Series**, featuring an entirely new modern design, blending the charm of a circular shape with the strength of a square profile. Baralan will also be introducing a range of square-shaped glass jars, completely new in its standard catalog range and to be included in **the well-know Raquel Line**. The new geometrical shape that combines a square section with slightly rounded sides affords the jar a modern, sleek appearance, and makes it simpler to grip and open with the possibility of having both a cylindrical or even same-shaped cap in line with the glass jar.

New standard products include also refillable packaging concepts with the new **30ml and 50ml Inner Cups** for Baralan's Maria jars series. Featuring an entirely new design that balances user comfort with environmental responsibility, the new Inner Cups promote the use of refillable packaging and the possibility to use alternative ecofriendly materials - such as biobased, PCR, no carbon black or organic scraps - since they can be produced in Baralan's manufacturing facility in Italy, adding further items to the company's existing suite of eco-friendly products.

In addition, new accessories produced locally will be introduced into Baralan's range, fulfilling the company's commitment to increasing the use of local manufacturing. Producing products and components locally – including injection molding – allows for tighter control over production and the ability to trim lead times, while providing a comprehensive service, including packaging decoration.



# BARALAN

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## About Baralan

Since 1962, Baralan Group is a consolidated player in primary packaging for the cosmetics industry. The company creates, designs, engineers, manufactures, and customizes glass and plastic containers with related accessories for the beauty industry. The Group's motto, *Cosmetic Packaging Solutions*, emphasizes the company's support of its worldwide customer base with a global organization and a strong integration of the value chain. Baralan is committed to providing high quality products, largely available in stock and in various locations worldwide, to satisfy the ever-increasing needs for immediate and personalized packaging.

Baralan has its commercial headquarters in Italy along with four manufacturing facilities, including U.S. branches in New York, California, Florida, a decoration facility in New Jersey, and a Chinese branch in Shanghai. For 60 years, Baralan has been synonymous with quality and 360° customer service from the initial concept phase to research and development and in production, to quality control and logistics. Baralan thus positions itself in the market as a historical Italian company with a dynamic vision, and an international presence with widespread distribution of its products in more than 50 countries. The Group brings *Made in Italy* to the world, understood as a symbol of beauty, design and impeccable taste, combined with a high level of quality and service. For more information, visit [www.baralan.com](http://www.baralan.com).

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