

# BARALAN

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## **New Frontiers in Cosmetic Packaging with a Future-Focused Strategic Vision**

Baralan continues to invest in innovation, introducing new functionalities and packaging solutions for an ever-evolving market

Ahead of the special edition of Luxe Pack Paris dedicated to sustainability (July 1–2, Carrousel du Louvre), Baralan, a leading player in primary packaging for the cosmetics industry, unveils its latest innovations combining advanced technical features, refined aesthetics, and a strong sustainability focus. Staying true to its strategic vision, the company reinforces its role as a pioneer in developing solutions that anticipate market needs, setting new standards in beauty packaging.

**Innovation and Design: Where Beauty Becomes Functional and Inclusive** Baralan continues to elevate its most iconic innovations. Its 3D decoration evolves with new color gradients and finishes, the **DEA line**, our glass airless solution, continues to stand out for its innovation. The introduction of a **new spray pump**, compatible with all **non-alcoholic and non-fragrance formulas**, further expands its **versatility of use**.

## **Circular Sustainability and New Materials: The Packaging of the Future**

Baralan's commitment to sustainable design takes shape in refillable solutions and separable components that promote modular and conscious beauty. New highlights include innovative "recharge case" systems designed to accommodate multiple formulas, and inner cups for glass jars with airtight caps, allowing multiple formulations to be stored separately. The offering also includes dynamic beauty routine solutions, such as sifters for loose powders.

## **Glass at the Core of Baralan's Identity: Expanding into Make-up with New Formats**

Glass, Baralan's iconic and foundational material, continues to be a focus of the company's research. Baralan reimagines it with elegance, expanding its application into the make-up segment (traditionally plastic-dominated), with new bottles and jars in glass paired with innovative applicators for lips, eyes, and face. The range also includes new mini-size formats perfect for travel kits, and a line of versatile, sophisticated roll-ons featuring stainless steel spheres for a sensorial application experience.

## **Environmental Commitment: Full-Plastic Pumps and Functional Design**

Baralan stays ahead of regulatory trends with increasingly sustainable solutions, such as new full-plastic pumps (in PE and PP) that are fully recyclable and metal-free, along with POM-free versions, fully compliant with environmental directives such as the PPWR. Design is also evolving with essential cylindrical shapes and the new *Whitney* line, elegant bottles with high-performance applicators for facial skincare and eye treatments.

## **A Reliable Partner for the Future of Beauty Packaging**

With its customizable, future-forward product vision, Baralan confirms its role as a proactive driver of industry evolution. The company continues to invest in quality, creativity, and Italian know-how, offering clients a trusted network of partners and a wide array of highly technical and aesthetically advanced solutions. In a rapidly changing macroeconomic environment, Baralan positions itself as a stable reference point, delivering consistent reliability, excellent service, and strategic vision to support the ongoing evolution of beauty packaging and shape new paths for growth

**About Baralan**



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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.

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