

BARALAN



REDOFVIEW

R&D AND COSMETICS PRODUCTION
M A D E I N I T A L Y

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BARALAN AND RED OF VIEW FOR COSMOPROF: WHERE CREATIVITY AND INNOVATION MEET. THE GENDERLESS ENERGIZING SERUM IN CUSTOMIZED PACKAGING THAT TELLS A NEW STORY OF BEAUTY

Cosmoprof Worldwide Bologna is thrilled to announce an extraordinary collaboration between Baralan, the Italian leader in primary packaging for the cosmetics industry, and Red of View, a company specializing in the development of cutting-edge makeup and skincare products. This partnership has brought to life a genderless energizing serum designed to deliver an immediate sense of freshness and vitality, blending aesthetics, functionality, and innovation.

The *Energy Shot* serum created by Red of View, presented in a delicate lilac shade that harmonizes with the institutional colors of Cosmoprof Worldwide Bologna, is housed in an elegant bottle designed by Baralan. The packaging features an exclusive, revolutionary 3D decoration. This serum stands out for its lightweight, fast-absorbing texture, making it suitable for all skin types. Enriched with carefully selected ingredients for energizing and hydrating effects, *Energy Shot* is an ideal addition to any daily skincare routine, perfect for those eager to explore new frontiers in beauty and wellness.

In particular, *Energy Shot* is the ideal solution for visibly younger, more energized, and smoother skin. Its refreshing texture leaves a light silky film, softening the skin thanks to high molecular weight hyaluronic acid. It can be used as a serum after cleansing or as the final step in a skincare routine before makeup, visibly improving skin quality.

The formula includes caffeine, which stimulates microcirculation and gives the skin a radiant appearance. A stabilized Vitamin C and Ferulic Acid blend protects against free radicals, while antioxidant peptides reduce signs of aging. Yuzu-derived active ingredients restore the epidermal barrier, improving hydration and resilience. Plant extracts from Kombu algae and soy proteins enriched with biotin provide energizing effects, protecting DNA and boosting skin energy.

This synergy of active ingredients delivers a powerful antioxidant effect, smoothing the skin and visibly reducing fine lines.

Baralan's exclusive packaging is enhanced with groundbreaking three-dimensional decoration—an innovative, tailor-made solution for glass and plastic accessory decoration in the cosmetics sector.

This cutting-edge graphic design, applicable across Baralan's product range, marks a new era in primary packaging customization. A tangible demonstration of creativity, innovation, and industry excellence, the revolutionary 3D decoration represents a new opportunity and paves the way for the use of 3D printing in serial production, offering cost, time, and efficiency benefits.

Far from being just decoration, this visionary and avant-garde approach reflects the ability of a historic company to highlight the uniqueness of every single product and brand.

The 3D decoration enables the creation of custom embossed designs, transforming the bottle into a precious object. For over 60 years, Baralan has been a symbol of creativity, innovation, research, and expertise as an Italian excellence worldwide.

The 3D technology perfectly embodies Baralan's vision of a new future where packaging increasingly becomes a reference point for the beauty experience, combining aesthetics and functionality with performance and quality.

At the 2025 edition of Cosmoprof Worldwide Bologna, the energizing serum is unveiled exclusively to journalists, serving as a concrete symbol of the event's commitment to offering high-level collaborations and experiences among the industry's top players. A tribute that invites exploration of a new way to experience beauty—more creative, innovative, and personal.

[Baralan Group](#) 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.

MEDIA INQUIRIES BARALAN:

CLARA GARCOVICH PR & COMMUNICATION

tamara.perico@claragarcovich.it – Mob. +39 339 8185383

[Red of View](#) Founded in 2006 by the Bondioli family, Red of View quickly became a reference point in the cosmetic manufacturing sector. Through the synergy and complementary skills of three siblings united by a deep passion for cosmetics, the company redefined the traditional concept of an Original Equipment Manufacturer (OEM), introducing an innovative and distinctive approach to the market.

Red of View's mission is to build exclusive and long-lasting relationships with its clients, working closely to offer highly customized and high-performance products tailored to meet each brand's specific needs. Research and innovation form the cornerstone of the company's operations, representing the key to its success and continuous growth.

The company adopts a modular production model characterized by lean and flexible processes, enabling it to respond quickly and effectively to the needs of a diverse global clientele. Thanks to this approach, Red of View manages complex projects while maintaining high quality standards and meticulous attention to detail.

With a strong commitment to ethical and responsible values, the company aims to contribute to a better future in the cosmetics sector, always prioritizing consumer well-being and championing the value of Made in Italy.

MEDIA INQUIRIES RED OF VIEW:

Marta Grace

marta.grace@redofview.com