

Primary Packaging Company, Baralan, Expands Popular Minerva Line with Amber Jar for UV Ray Protection

*Suitable for skincare and makeup products, new
Minerva Jar 50 Amber combines formula protection and appealing aesthetics.*

Baralan, a leader in primary packaging for the cosmetics and beauty industries, has introduced the **Minerva Jar 50 Amber**, an expansion of its popular Minerva line. Characterized by its amber color, the new jar with 50ml capacity was developed for skincare products, but also can be adapted for makeup items.

The amber color enables the glass to filter UV rays, avoiding light absorption. Ideal for light-sensitive products, the amber jar provides enhanced protection that significantly diminish the possibility of discoloration, shelf life reduction or other adverse effects of UV Rays. Combining exemplary formulation protection with a refined, elegant look, the Minerva Jar 50 Amber is compatible with a variety of caps in different colors, expanding Baralan's extensive portfolio.

"The **Minerva Jar 50 Amber** exemplifies our ability to combine primary packaging production innovation with sleek, stylish aesthetics," said Maurizio Ficcadenti, Global R&D Manager at Baralan. "This portfolio expansion combines form and function, providing a compelling look with the ability to safeguard sensitive products against potentially damaging ultraviolet rays. The result is attractive protection packaging suitable for a variety of beauty and cosmetics products."



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

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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 almost 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.

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