

Primary Packaging Company, Baralan, Introduces New Nail Polish Packaging Lines

Mirella and Alexia lines offer unique bottle shapes for nail polish.

Baralan, a leader in primary packaging for the cosmetics and beauty industries, has introduced its **Mirella and Alexia lines** of glass bottles, developed primarily for use in the nail polish segment. Designed with distinct style and unique shapes to stand out in the market, the larger sizes are well-suited for professional beauty salons, while the smaller sizes are more ideal for personal beauty routines.

The Mirella bottle is designed with a cylindrical, flat shape, while the Alexia has a softer, more rounded form. Both lines are available in 5 ml, 12 ml and 15 ml capacities. The Mirella and Alexia can be used with various types of formulas and can be combined with any accessory in the Baralan catalogue. In addition, both lines can be personalized with decorative techniques such as frosting or varnishing, offering brands a variety of customization options.

“Baralan’s specialized teams are constantly studying packaging shapes and sizes aiming to develop aesthetically pleasing, impactful and timeless packaging options for our customers,” said Maurizio Ficcadenti, Global R&D Manager at Baralan. “The unique designs of our Mirella and Alexia lines showcase these efforts and provide brands with one-of-a-kind, customizable bottles for nail polish that will stand out on shelves.”



BARALAN

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 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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