

## Baralan Expands Popular Olivia Line with Amber Glass Bottle for UV Ray Protection

*Suitable for makeup, fragrance, and skincare, Olivia 30 Super-Weight (SW) Amber offers luxe appeal while preserving product integrity.*

**Baralan**, a consolidated player in primary packaging for the cosmetics and beauty industries, has introduced its **Olivia 30 Super-Weight (SW) Amber**, an expansion of its popular Olivia line. Characterized by its amber color, the new bottle was developed specifically for makeup, fragrance and skincare products. The Olivia 30 SW Amber is the newest addition to the Olivia 30 SW bottle series, joining the flint glass and cobalt blue versions.

The Olivia 30 SW Amber combines product integrity preservation with an aesthetically pleasing look. Its amber color enables the glass to filter UV rays, partially avoiding light absorption. Ideal for light-sensitive products, the amber bottle provides enhanced protection that significantly diminishes the likelihood of discoloration, shelf-life reduction or other adverse effects of UV radiation. Additionally, the Olivia 30 SW Amber is designed to be simple yet sophisticated, featuring a rounded shape and signature super-weight style comprising a heavier glass bottom for a luxe appeal that enhances consumer experiences.

Created with sustainability in mind, Baralan's Olivia 30 SW Amber is composed of 45% Post-Consumer Recycled (PCR) material, an essential factor for low environmental impact. The new bottle has a 30 ml capacity and a finish of GPI 18/415, allowing the bottle to be paired with a wide range of accessories.

"We are pleased to expand our Olivia portfolio with the addition of the **Olivia 30 SW Amber** – the perfect combination of design and functionality," said Maurizio Ficcadenti, Global R&D Manager at Baralan. "We are confident end-users and brands alike will enjoy the eye-catching, timeless look, plus its exemplary protection of delicate formulations against damaging UV rays, which can adversely affect beloved beauty products."



# 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](http://www.baralan.com).

### **Baralan International S.p.A. | Global Headquarters**

Via Niccolò Copernico 34, 20090 Trezzano sul Naviglio (MI), IT

Phone +39 02 4844961 - Fax +39 02 48402719

[marketing@baralan.com](mailto:marketing@baralan.com) | [www.baralan.com](http://www.baralan.com)

FOR MEDIA INQUIRIES EMEA - APAC - LATAM

### **OGS PR & COMMUNICATION**

Via Koristka 3, 20154 Milano, (Italy) - Phone +39 02 3450610

[info@ogscommunication.com](mailto:info@ogscommunication.com) | [www.ogscommunication.com](http://www.ogscommunication.com)

FOR MEDIA INQUIRIES USA - CANADA

### **TURCHETTE AGENCY**

9 Law Drive, Fairfield, NJ 07004 (USA) - Phone +1 973 227 8080 ext. 129

[cbishop@turchette.com](mailto:cbishop@turchette.com) | [www.turchette.com](http://www.turchette.com)

