

Baralan at Cosmopack Bologna 2024 in a constant dialogue between the company's historical soul, industry trends and product innovations

The company offers new primary packaging proposals with iconic shapes, sophisticated finishes and versatile accessories.

Milan, Italy (Global Headquarters), March 21st, 2024 - Baralan, a consolidated player in primary packaging for the cosmetics industry, will be present at **Cosmoprof Worldwide Bologna 2024**, in the **Cosmopack** section - **Hall 18, Booth D32-E13**, scheduled from March 21st to March 23rd - at BolognaFiere Exhibition Centre.

Baralan reveals the vision of a strategic cosmetic future, thanks to integrity, reliability, quality and premium services, which also pass through research and attention to detail, with a market focus on the corporate and product environmental footprint, but also to new ways of communicating to maintain a strong proximity with the new generations, thus exploring above all the digital world, with the recent opening of the company's Tik Tok channel.

The vision, contemporary and actual, is equally showcased with the **Beautytude** project, which in its third edition represents a statement by Baralan in anticipating and capturing the most significant beauty trends. The focus is always oriented towards the expression of an increasingly genderless and inclusive global beauty where, in reinterpreting a beauty routine, this year's edition focuses on more precise and functional applications for skincare, without neglecting the same trend in make-up, especially for eyes and lips, also with a view to customizing needs in which packaging remains the protagonist. An offer that translates a belief in line with the 2024 concept of Cosmoprof Worldwide Bologna, inspired by "Unfiltered Beauty / Natural Beauty", which focuses on the profound connections between the external appearance and awareness.

New shapes, styles, functionality, gestures: amongst the novelties for 2024 glass stands out with several new launches planned. Baralan enriches its collection with a series of items ranging from glass to accessories, from applicators to caps. Bringing attention back to glass, the company's primary focus, the standard collection of glass bottles expands with new styles and capacities even with different neck variants to allow for a more extensive combination of accessories. The series of roll-on bottles will also be expanded to better respond to market needs. Finally, to expand the standard range of glass jars, Baralan also introduces for the first time a new line of square-shaped jars, whose new geometric shape, which combines a square section with slightly rounded sides, gives the jar a modern and elegant look.

Baralan therefore presents itself with strong expertise and dynamism, which aim to maximize the customer experience, combining trend proposals, edutainment content, know-how and sense of purpose, through its history, its products and its industrial soul.



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 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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