

At Cosmoprof North America, Baralan to Highlight Latest Packaging Innovations Inspired by Industry Trends

Airless solutions, glass packaging & accessories mirror company's take on the beauty landscape and commitment to sustainability.

Baralan, a consolidated player in primary packaging for the cosmetics and beauty industries, will be showcasing a wide array of packaging solutions at **Cosmoprof North America, held July 11-13 in Las Vegas. At Booth #1828**, the company will display a selection of its latest packaging solutions, which will focus mainly on its airless glass containers, its collection of glass standard packaging and sustainability minded accessories.

Baralan's assortment of products at the event will reflect its **new-for-2023 Beautytude concept**, which expresses the company's take on current trends and style themes – clean beauty and sustainability top among them, in addition to vibrant nail color and precise application for skincare – as well as its attitude toward beauty. Baralan's Beautytude approach serves as inspiration for both the development of new products and use of sustainability-minded materials.

At Cosmoprof North America, highlighted products will have a special focus **on airless solutions and sustainability** including:

- Baralan's **DEA Series**, short for Developing the Evolution of Airless, will be primary focus at this year's booth. The first airless system in which the filled product is directly in contact with its glass container, the DEA series represents a new philosophy of primary packaging in glass, using fewer components and significantly reducing the amount of overall materials, resulting in a lighter and more functional packaging. In addition, its airless nature helps better preserve the integrity of the product ingredients, is suitable for different usages and is extremely versatile in application.
- With a strong commitment to sustainability, Baralan will also showcase sustainable packaging options that include the use of **ecological materials**, covering a broad range of standard products usually produced in plastic. With this new collection, Baralan is prioritizing the importance of waste optimization by promoting upcycling through use of organic scraps, such as coffee peel and rice. These organic scrap materials are mixed with virgin plastic, reducing the overall plastic resin content to create a more sustainable solution suitable for manufacturing a wide range of closures in Baralan's standard collection. Items in this collection can also be made with varying percentages of PCR plastic – from 30% to 100% – providing tiered opportunities for upcycling. Additionally, bio-based materials – produced with a biopolymer derived from renewable resources and natural materials not linked to the food chain – can be utilized to ensure full recyclability.
- New products on display will include refillable packaging concepts with Baralan's new **30ml and 50ml Inner Cups** for the Maria jars series. Featuring an entirely new design that balances user comfort with environmental responsibility, the new Inner Cups promote the use of refillable packaging and the possibility to use alternative ecofriendly materials - such as biobased, PCR, no carbon black or organic scraps.



BARALAN

- Staying true to its mission to develop new standard products in both style and design, Baralan will present its new range of glass bottles, the **Lilibet Series**, featuring an entirely new modern design, blending the charm of a circular shape with the strength of a square profile. Baralan will also be introducing a range of square-shaped glass jars, to be included in the well-known **Raquel Line**. The new geometrical shape that combines a square section with slightly rounded sides affords the jar a modern, sleek appearance.

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 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.

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 | www.baralan.com

FOR MEDIA INQUIRIES EMEA - APAC - LATAM

CLARA GARCOVICH

Palazzo Serbelloni, Corso Venezia 16, 20121 Milano, (Italy) - Phone +39 02 76394997

ufficiostampa@claragarcovich.it | www.claragarcovich.it

FOR MEDIA INQUIRIES USA - CANADA

TURCHETTE AGENCY

9 Law Drive, Fairfield, NJ 07004 (USA) - Phone +1 973 227 8080 ext. 138

cbishop@turchette.com | www.turchette.com

