

Baralan Introduces New Glass Bottles Series with Distinct, Modern Shape

New Lilibet Series combines standout design with a broad range of capacities, suitable primarily for skincare and make up products.

Baralan, a consolidated player in primary packaging for the cosmetics and beauty industries, has introduced a new range of glass bottles, the **Lilibet Series**. With a modern design, the new series blends the charm of a circular shape with the strength of a square profile. The series is inspired by Baralan's "Beautytude" approach, which expresses the company's take on current beauty trends and style themes – clean beauty and sustainability chief among them.

The Lilibet Series is innovative in style and design. On top of being functional and adaptable to different product types, its slim shape also makes it aesthetically impactful. Featuring various capacities and neck sizes, the seven-bottle series is available in smaller sizes from 6 to 12 ml, and in larger ones ranging from 15 to 30 ml.

Considering its wide selection of capacities, the Lilibet Series is suitable for a variety of cosmetic products, primarily skincare and nail polish, but also make up and fragrances. The bottles can be combined with an extensive selection of accessories in Baralan's catalogue to further help brands meet market needs and adapt to the latest trends, all with the aim of appealing to a wide array of customers. Examples include pumps for foundation or other liquid makeup, and dropper accessories for small capacity skincare products to meet the increasing market request for precise applications.

With a deep expertise that comes from designing and developing glass primary packaging for over six decades, the series was developed with a continued concentration on sustainability and recyclability, following one of the most current trends in terms of materials.

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.



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