

Baralan at Luxe Pack Los Angeles interpreting the future of packaging with Beautytude 2024 and the latest product news

Focus on Creative Packaging for Luxe Pack Los Angeles, where Baralan presents new materials, shapes, finishes and accessories to meet the needs of a constantly evolving market.

Baralan, a consolidated player in primary packaging for the cosmetics and beauty industry, will be exhibiting at **Luxe Pack Los Angeles** - booth B01 - on February 14 and 15 at the LA Convention Center. An extension in the United States of one of the world's leading luxury packaging Trade Shows with an international scope, Luxe Pack Los Angeles represents for Baralan the ideal dynamic and contemporary approach to the West Coast targets.

At Luxe Pack Los Angeles, Beautytude unveils an exclusive interpretation of the most significant trends identified in the beauty industry, where packaging plays a leading role. All new packaging solutions include bottles, droppers and accessories, perfectly aligned to the latest industry demands, with a particular eye on details and finishes at the service of the customer. Beautytude is the exclusive project by Baralan with which the company intends to express its distinctive approach to beauty, anticipating and intercepting the most current trends in the cosmetic world, "Beautytude", at its third edition, for 2024 showcases an overall concept of inclusive beauty, with new droppers and roll-ons for the skincare brands; precision of application make-up, lips and eyes. Concepts of fruition are the inspiration for all new products presented at the LA Trade show. Necessary transformations, where products remain the protagonists by embracing the concept of inclusive beauty accessible to all, in the harmony of details.

Baralan standard collection is enriched with a new range of items, among glass, accessories, applicators and closures. A new focus is given to amber glass, with new items that enlarge Baralan's range for the cosmeceutical world. Glass continues to be the core, but Baralan confirms its commitment to sustainability, offering new standard products with a lower environmental impact, increasingly promoting the use of refillable packaging and also the possibility of using alternative materials - such as PCR used in percentages ranging from 30% to 100%, bio-based, no carbon black or organic waste.

Among the accessories, the new 30ml and 50ml Inner Cups for *Maria Jars* glass jars stand out. Featuring an all-new design that balances comfort with environmental responsibility, the new *Inner Cups* promote the possibility to refill glass jars and use alternative materials, such as PCR.

Finally, the 2024 collection will include new series of capsules with different neck variants, overpumps, new proposals of lip and eye make-up applicators, and accessories such as wipers, pumps and cache pumps, with the aim of providing customers with an increasingly wider and more complete offer and exclusive, unique packaging solutions.



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Thanks to a consolidated know-how, the result of over 60 years of activity in the offer of glass and plastic primary packaging, Baralan remains faithful to its commitment to develop new products both in style and design, and at the same time always functional. Moreover, the most recent products of the Company have been developed with a strong commitment to sustainability and recyclability.

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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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