

At Luxe Pack, Baralan to Showcase Recent Products Aligned with New Market-facing Mantra, “Beautytude”

***Packaging solutions that reflect the company’s recently introduced Beautytude concept,
an expression of its approach to current beauty landscape and trends.***

Baralan, a consolidated player in primary packaging for the cosmetics and beauty industries, will be showcasing an array of recent product introductions at **Luxe Pack Los Angeles, February 16-17, 2023, Booth #B02**. The selection of featured packaging solutions will include jars, droppers and nail polish sets that speak to emerging industry trends.

Baralan’s newest products reflect its **new-for-2023 Beautytude concept**, which expresses the company’s take on current trends and style motifs – clean beauty and sustainability chief among them, as well as vibrant nail color and precise application for skincare – and serves as inspiration for the development of new products. At Luxe Pack, highlighted products will include:

- The **Maria Jar**, a series of glass jars developed primarily for ease of use with skincare products, aligns with Baralan’s focus on sustainability. A fully recyclable alternative to plastic containers, Maria Jars are made with premium glass and include a portion of post-industrial recycled (PIR) material, further minimizing waste. The range has recently expanded with the introduction of Maria Jar 150 and 200, which increase the maximum jar capacity and diameter with a special-sized, large neck. Furthermore, glass jars can be combined with the new Sifter 70. Offered in two different styles, it is the ideal accessory for powdered skin care and makeup products.
- Available in three different volumes, the **Olivia Slim Series** is a line of cosmetic Boston Round glass bottles developed specifically for makeup, skincare and fragrance products. The line features three colored glass options: transparent, cobalt blue and amber, with the latter featuring up to 40% of PCR materials. This range of combinable features enlarges Baralan’s cosmeceutical offering, while continuing to meet its customers’ aesthetic preferences and functional needs.
- Baralan offers a wide range of droppers, including **Dropper 24** for bottles with a size 24/410 neck and **Large Dropper 19** for bottles with a size 18/400 neck, which were developed to deliver precision dosing application of skincare products and essential oils. Designed with functionality in mind, the user-friendly droppers effectively manage product flow, significantly mitigating waste for high-value products.

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- Short for Developing the Evolution of Airless, Baralan's **DEA Series** is a selection of glass airless containers designed for several applications. The first airless system in which the filled product is directly in contact with its glass container, the DEA Series was developed through an innovative manufacturing process, which significantly reduces energy consumption and eliminates the need for lubricants.
- An expansion on Baralan's standard packaging collection, **the Claudette Large Series** is a line of slim cylindrical bottles, all featuring the same neck finish, which allows for numerous combinations with a wide range of accessories and closures. Additionally, the **Penelope Series and Marina Series** are ideal for nail sets, but also for skincare products.

Always looking to expand its product portfolio to develop innovative packaging solutions that exceed consumer expectations, Baralan's latest selection of glass bottles exemplifies the company's commitment to address and adapt to industry trends and market changes. The company is excited to showcase its products at Luxe Pack and introduce Beautytude as part of the larger conversation around the evolution of, and inspiration surrounding, beauty and sustainability.

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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