

At PCD Paris Baralan unveils "Beautytude" 2024, a celebration of industry trends, and presents the latest product innovations

New proposals for packaging, materials, shapes, finishes and accessories, expression of an increasingly contemporary and dynamic approach to the constantly evolving market demands, thanks to research and innovation.

Baralan, a consolidated player in primary packaging for the cosmetics and beauty industry, will be exhibiting at PCD Paris, January 17-18 2024, Booth #L20. On this occasion, Baralan presents the new "Beautytude", unveiling the most significant trends in the beauty world for 2024. Inspired by Beautytude, products will be the protagonists at PDC Paris Trade Show: new primary packaging solutions that include bottles, droppers and accessories in line with the latest trends in the sector, with a particular focus on details and finishes with a view to customization and adaptability to customer service.

In its third edition, "Beautytude" is Baralan's project through which every year the company express its approach to beauty, anticipating and intercepting the most current trends in the cosmetic world. For the 2024 edition, within an overall concept of inclusive beauty, the focus is on skincare droppers and roll-ons, but also precision of application in make-up for both lips and eyes. These concepts are the inspiration for the new products that Baralan will showcase at PCD 2024.

Baralan standard collection is then enriched with a series of items, ranging from glass to accessories, from applicators to closures. Amber glass is increasingly gaining focus, through the addition of new items that enlarge Baralan's range for the cosmeceutical world. While glass continues to be the focus, Baralan remains committed to presenting new standard products that have a lower environmental impact, increasingly promoting the use of refillable packaging and the possibility to use alternative materials – as PCR used in percentages ranging from 30% to 100%, biobased, the black color not deriving from carbon or organic scraps.

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.

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



BARALAN

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.

-

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.

FOR MEDIA INQUIRIES WORLDWIDE

CLARA GARCOVICH

Palazzo Serbelloni, Corso Venezia 16, 20121 Milano, (Italy) - Phone +39 02 76394997
ufficiostampa@claragarcovich.it | www.claragarcovich.it

