

## The new LastDrop System debuts at Luxe Pack New York

### Baralan redefines the user experience

Baralan, a leading international player in primary packaging for the cosmetics industry, continues to stand out for its commitment to developing solutions that combine technological innovation, production quality, and attention to detail. Leveraging its consolidated know-how and a design culture driven by research, the company develops increasingly advanced systems aimed at enhancing the user experience and effectively meeting the needs of global brands.

On the occasion of Luxe Pack New York, Baralan will present for the first time at Booth C03 an innovative applicator system featuring a push-button mechanism, designed to optimize product usage and reduce waste.

The new device integrates a button-activated mechanism that allows the applicator to reach the product at the bottom of the bottle through a simple and controlled gesture. This solution eliminates the need to repeatedly unscrew and screw the brush when the product is nearly finished, making usage easier while reducing product waste in the final stages and improving overall system efficiency.

Additionally, the system is designed to ensure flexible application and adaptability to different types of applicators, including nail polish brushes, lip brushes, mascara, concealer, and other make-up solutions, thereby expanding usage possibilities for brands.

The brush is also equipped with an automatic return system that retracts it into position when the cap is closed, ensuring a cleaner, more precise, and user-friendly experience aligned with contemporary consumer expectations.

From a materials perspective, the component is made of polypropylene (PP) and polyethylene (PE), a design choice oriented toward recyclability and the simplification of end-of-life processes. This approach is part of Baralan's ongoing commitment to developing solutions aligned with evolving European packaging regulations and brands' sustainability goals.

This innovation also responds to the growing consumer focus on reducing waste, particularly in the make-up segment, where residual product often represents a significant issue. The system enables maximum use of the formula, contributing to a more efficient and conscious consumption.

In this context, the solution also aligns with the growing trend of glass packaging in the make-up category, increasingly requested by the market, combining advanced functionality with premium materials for a more sustainable and elevated positioning.

“This development stems from the analysis of real usage behaviors, where unused product inside the bottle represents a loss both in terms of formulation and packaging,” comments Maurizio Ficcadenti, R&D Manager at Baralan. “We have transformed this critical issue into a practical, immediate technical solution that can be integrated into existing industrial processes.”



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The new solution, which will be officially presented at Luxe Pack New York, is currently available for technical evaluation and co-development projects, confirming Baralan's commitment to delivering functional, sustainable innovations tailored to the needs of an ever-evolving market.

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**About Baralan** - Since 1962, Baralan Group has been a consolidated player in primary packaging for the cosmetics industry. The company creates, designs, engineers, manufactures, and customizes glass and plastic containers along with related accessories for the beauty sector. The Group's motto, Cosmetic Packaging Solutions, reflects its commitment to supporting its global customer base through an international organization and a fully integrated value chain.

Baralan is dedicated to providing high-quality products, largely available in stock and across multiple global locations, to meet the growing demand for immediate and customized packaging solutions. The company is headquartered in Italy, with four manufacturing facilities, U.S. branches in New York, California, and Florida, a decoration facility in New Jersey, and a Chinese branch in Shanghai.

For over 60 years, Baralan has been synonymous with quality and 360° customer service, from initial concept and R&D to production, quality control, and logistics. Today, Baralan positions itself as a historic Italian company with a dynamic vision and a strong international presence, distributing its products in more than 50 countries worldwide. The Group brings its "Created in Italy" philosophy to the world, representing beauty, design, impeccable taste, and a high level of quality and service.

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