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Bormioli Rocco

## Creative light effects for your packaging

The transparency of the material creates plays of light and transparency that unfailingly attracts the attention of the consumer.

Bormioli Rocco is the ideal partner for business in the beauty sector. The world's great cosmetic brands choose Bormioli Rocco, leader in the plastic packaging sector for cosmetics.

The creativity and professional competence of the plastic division are a guarantee for L'Oréal, Vichy, Pierre Fabre Dermo-Cosmétique and many other prestigious French brands, that can count on customized solutions and moulds developed exclusively for them.

For the Shu Uemura brand, the Plastic Division has developed a line of bottles and jars with pure, minimalist lines that interprets perfectly its philosophy.

Combinations of elegance and simplicity, the bottle with its cylindrical base and slightly asymmetrical profile, and the jars with the wide opening are an example of the attention to design and technical know how of the plastic division.

For the Phare line by Vichy, the research for a distinctive, original package led to the creation of containers with elongated contours and clean angles.

The winning solution to a difficult challenge is the cosmetic bottle produced for Avène Trixera by Pierre Fabre: a packaging characterized by sober decoration and soft, rounded lines that suggest the delicacy of the product. Cutting edge technologies, innovative materials and the experience of the plastic division make Bormioli Rocco the ideal partner for businesses in the cosmetic sector that, following the example of the great French houses, are turning more and more to Bormioli Rocco for winning solutions.



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