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Seaquist Closures

Twist-to-Open applicator for SkinSoSoft from Avon

In the personal care market there is a growing trend towards user-friendly packages that help consumers follow a personalised beauty regime in the comfort of their own homes. As such, particular attention was paid to the multi-sensory closure system developed for Avon's relaunch of the SkinSoSoft anti-cellulite crème.

Carefully colour-matched to compliment the decoration of the tube, the new closure has been designed to complement the total pack image.

After removing the over cap that keeps the applicator hygienically clean, the consumer intuitively opens and closes the closure by twisting the applicator by approx. 30°. An audible "click" combined with a perceptible resistance both signal to the consumer that the package has been safely reclosed.

The bi-injected applicator (PP/TPE) can be produced in different grades of TPE, creating a flexible packaging solution for a variety of applications. As a result, the applicator is not only ideal for use as a gentle massage tool but also for peeling treatments, ensuring that the skin both looks and feels better after use.

The closure has a very stable footprint and, in combination with the tube, the product can be fully emptied from the package.

Seaquist Closures is a world leading supplier of dispensing closures and systems to the food & beverage and personal care & household markets. With an annual turnover in excess of \$440 million, Seaquist Closures combines the creative spirit of 3,000 employees to manufacture over 10 billion closures each year in 14 plants around the world. The company is committed to using leading edge



technology for the sustainable development of high quality, innovative dispensing solutions for a wide variety of custom and standard applications. Seaquist Closures is a wholly owned subsidiary of AptarGroup, Inc., a New York Stock Exchange listed company (NYSE:ATR).

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