

Albéa unveils three new mascara and lipgloss designs from its Tips Studio

Gennevilliers, March 2017 – Albéa has unveiled three new innovative applicator designs created by its applicator experts, the Albéa Tips Studio (Bottanuco, Italy), at Cosmoprof Bologna: **Excess Lash**, a range of fibre mascara brushes; **Beauty Flow**, plastic mascara brushes; and **Generous Gloss**, a lipgloss range.

"In 2017, mascara trends were all about extremes, with either excessively sophisticated makeup effects and easy gestures. The challenge we face is to respond quickly with increasingly high-performance applicators that are easy for women to use," explains Audrey Landon, Albéa Tips Studio Product Manager.

- **Excess Lash** provides a false-lash look without false lashes!

This range of fibre mascaras' exclusive *loose fibre* formulation thickens lashes and adds texture, making them incredibly long and full.

Eyes are made up in 3 stages: applying mascara with the Excess brush; applying the loose fibre formulation with the **Ecstasy** brush for a curled, XXL volume effect, or the **Spice** brush for an extreme volume effect; and another coat of mascara for a multidimensional result!



- On the other end of the scale, the plastic **Beauty Flow** mascara brushes are all about simplicity with 4 plastic brushes that are easy to use thanks to their ergonomic, intuitive shape.
- **Balance** is a small brush that is easy to use and perfect for any lash type. Its large receptacle guarantees **intense volume**.
- **Escape** gently grips lashes to extend and provide **volume and length**.
- **Essential** and its large, easy to load receptacles provide **extra volume**. The rigid tip can get right into the corners of eyes making sure every lash is coated.

- **Flow** is a 2-in-1 brush with a double curved shape that coats and curls lashes. **Volume plus curl** guarantees a sophisticated result!



- **Finally, Generous Gloss**, a new range of lipglosses, includes **Exquisite** and **Sensual**. The applicator's slim, flexible base makes it extremely easy to use and gives lips better definition, and it's silky-soft for comfortable use.
 - **Exquisite** is pointed for precise application.
 - **Sensual** is round for better coverage in a single stroke.

The Generous Gloss range is perfect for liquid, long-wear or translucent formulations.



ALBÉA
Tips Studio

These innovative brushes were designed by the **Albéa Tips Studio**. This unique programme brings together all Albéa's applicator expertise and know-how: fibre and plastic mascara brushes, gloss applicators, eye-liner brushes and other cosmetic accessories. The Studio invents, develops and manufactures application solutions that revolutionise how beauty products are used and offer ever more varied make-up looks.

There is an Albéa applicator for every make-up effect!

To find out what else is new at Albéa Tips Studio, head to Cosmoprof Bologna 2017 (stand A9 Hall 15A).

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Albéa - Packaging & more

Albéa offers the world's largest range of beauty and personal care packaging - with leadership positions in plastic & laminate tubes, mascaras, lipsticks, samplers and foam pumps; and recognized expertise in fragrance & skincare dispensing pumps, fragrance & lotion caps, compacts, lip gloss, promotional items and accessories.

Our 15,000 people serve large and small customers in 60 countries across the world, and operate 38 facilities in Europe, Asia and the Americas. Albéa's global sales totaled US\$1.4 billion in 2015.

Albéa's committed teams provide local presence and global reach; robust capabilities in innovation & design as well as project management; solid operating excellence; world-class manufacturing, decoration and full-service; as well as a strong commitment to Corporate Social Responsibility.

Albéa is proud to have been contributing to our customers' success for more than 50 years.

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