

PRESS RELEASE

Guerlain calls on Albéa's expertise again for its first La Petite Robe Noire mascara

April 2017– Guerlain has chosen Albéa for the first La Petite Robe Noire Black Lashdress Mascara in its collection. Just like a figure-hugging little black dress, the new mascara follows the contours of every single lash.

The plastic brush, developed by Albéa, contains reservoir zones for quick, even loading.

When held horizontally, the body of the brush gives the lashes volume, curl and length.

Used vertically, its round head design defines and intensifies the effect, reaching every lash one by one, even those hard-to-reach corners.

The bottle displays La Petite Robe Noire's fashion codes with a black varnish. The black bi-injected PCTA cap, with contoured hot stamping and a transparent varnish, features a transparent upside-down heart.



The brush and bottle are made at Albéa Tips Studio (Bottanuco, Italy), which also carries out printing and surface treatment. The injected cap is made at Albéa Parigné (France), the excellence center for sophisticated fragrance caps.

Albéa Tips Studio is the platform that brings together Albéa's expertise and experience in makeup applicators, from fiber or plastic mascara brushes to lipgloss, eyeliner and other accessories. The program enables Albéa to invent, develop and produce applicator solutions that create new beauty routines and multiply make-up effects. *There's an Albéa applicator for every makeup effect!*

This new mascara highlights Albéa's ability to develop complete solutions comprising brush, bottle and cap.



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.

Find out more: www.albea-group.com

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