

Albéa Lipstick & Co: on trend with its latest lipstick and lip pen innovations.

Gennevilliers, March 2017 – The Albéa Lipstick & Co experts have developed lipstick and lip pencil packaging and mechanisms to accompany brands in the Lip Art trend. With its increasingly sophisticated lipstick formulations, high-coverage textures for a long-lasting finish and vibrant colours thanks to ultra-intense pigments.

- For opaque, long-lasting formulations, the Albéa Lipstick & Co experts have developed **Maestro, the perfect unguided high-tech mechanism.**



Maestro is an unguided lipstick mechanism (Ø 12.7mm) that is free from POM, in accordance with REACH regulations. This PP-free packaging is compatible with a large range of formulations, particularly isododecane and isohexadecane-based formulations.

With its patented 'flex-tab' technology for controlled, constant use, Maestro feels natural and comfortable to use. The mechanism also includes a one-twist opening system that makes it quicker and easier to refill.

Maestro comes with Albéa's elegant standard packaging for the LS164 lipstick, but can be used with any specific packaging. It is manufactured and assembled in France at our plant in Plouhinec, Brittany.

MAESTRO

- For creamier, more comforting formulations, Albéa presents **Parisian Kiss, its new standard packaging featuring the Baystick lipstick mechanism.**

Parisian Kiss
FAMILY



The guided Baystick mechanism (Ø 11.3 mm) has been specially designed for soft, creamy formulations. It ensures the bullet remains intact throughout the lipstick's life. It also gives a greater application surface than traditional mechanisms, for more comfortable use.

Parisian Kiss' hermetic packaging protects the formulation. It is now available in a metallized plastic (ABS) or all-metal (aluminium) version.

- For very liquid formulations such as lip stains and foundations, Albéa is launching a **Twist Pen Cushion, a pen with a very soft sponge tip.**



TWIST
PEN CUSHION

Designed for any lip, eye or face application, the Twist Pen Cushion is easy to use. You can control how much you want to use by simply twisting the pen. Applied to the desired zone, the sponge reproduces the effect of applying with fingers, but is more hygienic. The sponge can be coloured and the tip can be in silicone or a brush, giving you more options.



The Maestro, Twist Pen Cushion and Parisian Kiss Family innovations come from **Lipstick & Co**, the Albéa expertise platform dedicated to lipsticks, lip balms, lip pencils and face sticks. Lipstick & Co offers clients technical expertise, industrial know-how and creativity in terms of

innovative standard solutions and personalised packaging. Spread around the world, our industrial plants ensure fast, reliable development of new products and can take care of international launches.

To find out what else is new at Albéa Lipstick & Co, head to the 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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