

NEW DIMENSIONS FOR ELEGANCE

Airless dispensers | Eric Desmaris highlights new airless dispensers for premium products made from PET.



The new 100% recyclable PET container provides a better protective barrier against air

AUTHOR: Eric Desmaris, Sales and Marketing Director, Mega Airless, Sales and Marketing Director, Villingen-Schwenningen, Germany
 Eric.desmaris@mega-airless.com
 www.mega-airless.com



Mega Airless now brings a new dimension to its range by adding PET (polyethylene terephthalate) containers to its offering, which targets the premium market with solutions adapted to luxury cosmetics.

Important attributes

PET dispensers complement the company's existing products in PP (polypropylene), with a solution that supports high-end products in the categories of make-up and skin

care. As the material PET is completely transparent, it provides a solution in line with prestige brands' demands for quality and aesthetics. With a transparency comparable to that of glass, PET allows brands to show off a specific formula as well as giving a high-end finish.

This clarity allows the user to view the specific texture of a formula as well as its shade.

As such, it is particularly suitable for products such as foundations, concealers, bronzers and correctors.

In order to perfect the design, the PET dispenser can be enhanced with any number of decoration techniques including screen printing, labelling and hot stamping.

Another advantage is that this new material provides a better protective barrier against air.

The 100% plastic packaging contains no metallic elements and no elastomers, thus eliminating poten-

tial compatibility issues. It is also 100% recyclable.

In addition, all of Mega Airless' dispensers (in both PP and PET) conform with international labels including Ecocert, NaTrue and Öko-Test.

For 30 years, Mega Airless has been specialised in 100% airless packaging with patented technology and a range made entirely from plastic.

The company supplies airless packaging for the cosmetics and pharmaceuticals markets, allowing optimal protection of complex and sensitive product formulas. The German manufacturer is one of the world's largest producers of airless solutions, producing 140 million dispensers per year. From its wholly owned factories in Germany and the United States, Mega Airless delivers global solutions encompassing the creation of the mould, injection, assembly and decoration

photo: Mega Airless

- ADVERTISEMENT -

COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

WWW.COSSMA.COM

GO FUTURE: ACTIVE INGREDIENTS

Multi-functional calcium carbonate

SPOTLIGHT: INTERNATIONAL TRENDS

Global key drivers

Jane Atherton, Phytomone

PASSION FOR A NICHE

VIP of the Month

MANUELA SALMINA-
PETERSEN

Dr Straetmans, talks about
how to juggle today's
formulation challenges

