



personal care

- **With Serumony**, L'oreal stays ahead of current hair care solutions with the first personalized colour care.

The new launch Kerastase Touche Chromatique, a highly concentrated colour pigment for long lasting colour enhancement and refinement, is an answer to the key consumer trend of high-end personalization.

Available in 4 different shades, the premium 10 ml Serumony pack allows the dispense of 70 mcl drops of the colour correction serum with a simple click; allowing for an effortless blend with Kerastase Masque Chromatique. The consumer can intuitively and conveniently achieve bright, soft and vivacious hair while the airless dispenser protects the concentrated product formulation.

Once the formula is applied, the push-button of Serumony can be locked with a quarter turn and the overcap guarantees that the pipette stays clean.

L'Oreal selected Serumony as it is the perfect packaging innovation combining premium aesthetics with precise dosage and user-friendly dispensing.

Aptar Beauty + Home is a solution partner of packaging dispensing systems for the Beauty, Personal Care and Home Care markets.

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