

NEOMIX
by Aptar

UNIQUE IN ONE CLICK

Aptar Beauty and Strand, both leading companies in their respective fields, decided to put their efforts together to create **one of today's biggest innovation:** trends to addressing a major consumer trend: **tailor-made make-up product.**



1 THE CHOICE IS YOURS

WITH NEOMIX BY APTAR, **AN INNOVATIVE AND PATENTED DUAL DISPENSER**, YOU CAN CHOOSE AND ASSEMBLE A BASE WITH A BOOSTER, IN ORDER TO CREATE YOUR **TAILOR-MADE MAKE-UP PRODUCT**.

It's easy to pick your base shade after a skin diagnosis thanks to the transparent package.

The make-up lab Strand uses the expertise of trained, practiced colorists who are able to precisely evaluate the subtle differences in shades and textures.

LIGHT SHADE

A light neutral shade



TAN SHADE

A warm medium shade



2 MATCH YOUR HIGHLIGHTER



SUN LIGHT

Sunny opalescent glimmer



SUN SET

Warm shimmer effect



SUN KISSED

Sheer pearled pink



SHADE CONTROL

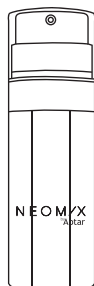
Gilded complexion activator



3 UNIQUE IN ONE CLICK

Neomix is a patented dual dispenser with separate airless cartridge to be inserted in the main device by professionals or consumers.

Once inserted, **Neomix will dispense and mix in a fully automatic and precise way to create endless customized beauty.**



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CLICK!

Pushed by new diagnosis tool, there is a strong demand for tailor made formulation.

Neomix is a patented dual dispenser concept, combining a day cream or a foundation together with a drop of a high concentrated booster to create true bespoke formula.

RANGE AND MAIN FEATURES OF NEOMIX

NEOMIX VERSIONS	35 ml	35 ml	25 ml
Base technology	Atmospheric	Airless	Atmospheric
Booster technology	Airless	Airless	Airless
Booster cartridge	To insert by the bottom	To insert by the bottom	To insert by the bottom
Declared volume booster	8 ml	8 ml	8 ml
Booster pump	alpha9/70	alpha9/70	alpha9/70
Declared volume base	27 ml	27 ml	17 ml
Base pump	Evo2/240	Evo9/240	Evo2/150
Total dosage	310 µl	310 µl	220 µl
Mixing ratio	80/20	80/20	70/30
Viscosity range max.	Up to 10 000 cps	Up to 40 000 cps	Up to 10 000 cps
Distribution	Through 2 in 1 actuator	Through 2 in 1 actuator	Through 2 in 1 actuator
Evacuation rate min.	85%	90%	85%

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