



# APTAR X STRAND CUSTOMIZED COLOR & CARE

Aptar Beauty + Home, the world leader in the fragrance and cosmetics dispensing solution sector, and Strand Cosmetics Europe, an international expert in designing skincare and make-up formulas, have combined their packaging and formula know-how to invent tomorrow's personalized cosmetics.

## AN INNOVATIVE APPROACH: ACTIVE INGREDIENTS THAT MIX AT THE MOMENT OF APPLICATION

As today's consumers expect a cosmetic product to meet their skin's unique needs, brands are endeavouring to design tailor-made skincare and make-up formulas whose active ingredients are only mixed just before the application.

The end result is preserved ingredients and optimal performance.

To achieve this, Aptar and Strand Cosmetics Europe have combined their packaging expertise to create a unique foundation that can be customized as desired.

## APTAR AND STRAND COSMETICS EUROPE: AT THE CUTTING EDGE OF CUSTOMIZATION

Aptar supports brands throughout the project process from design to creation, thanks to its accurate knowledge of trends and consumer insights.

At a time when made-to-measure cosmetics are booming, it was only natural for Aptar to become a key player on the customization market.

With this in mind, Aptar initiated a collaboration with Strand Cosmetics Europe a year ago.

Strand Cosmetics Europe, an

internationally renowned expert in designing make-up and skincare formulas, has a specific know-how in the complex area of foundation.

The aim was to create a foundation compatible with Aptar's Neomix packaging, a bottle with a double dispensing system that allows the consumer to create a new product with just one click thanks to the "express" combination of a skincare or make-up product and a booster.



**AN ADJUSTABLE SKINCARE FOUNDATION PRODUCT WITH AVANT-GARDE PACKAGING**

To create this high-performance “Color & Care” solution inspired by the skincare-make-up trend, Strand Cosmetics has developed compatible foundations and activator formulas that can compensate for color variations in skin tone over the seasons or provide the perfect dose of “glow”.

Consumers can add to their foundation – available in two light and medium shades for a flawless skin finish – a personalized booster with a choice of two results: a color-activating serum to adjust the foundation’s shade and match your tan or a light-activating serum available in three effects to give skin a subtle pearly sheen. Adjust the shade to suit the occasion!

**THE PERFECT COMBINATION OF SKINCARE EXPERTISE AND MAKE-UP EXPERTISE**

As a result, the customized “Color & Care” foundation ensures a flawless “nude” complexion thanks to its fluid, supple texture.

A light veil is applied to imperceptibly cover skin thanks to a combination of pigments, a complex combining three hyaluronic acids of different molecular weights and a butterfly bush flower extract that combats the harmful effects of blue light.

This skincare foundation composition offers consumers a doubly effective, customizable and high-performance product that is perfectly tailored to their skin according to its needs.

*“Personalization is undeniably at the heart of consumer expectations,” agrees Denis Richard-Orliange, VP Sales & Marketing, Strand Cosmetics Europe.*

*“We had already successfully developed bespoke foundation formulas whose main difficulty lies in the perfect congruence of the formulas for effective results. Aptar’s Neomix project therefore appealed to us because it improves the consumer experience even further! The formula/packaging combination offers an innovative personalized solution.”*

