

Aptar Beauty + Home Launches HiFlow E-Commerce: Designed Specifically to Address the Online Sales Growth in the Beauty, Personal Care & Home Care Market

Aptar Beauty + Home, a global leader in packaging experiences for the beauty, personal care and home care industry, released the newest innovation in large output, e-commerce capable* pumps. *HiFlow E-Commerce* addresses the immediate shifts in retail landscape, as more personal care products continue to sell through omni-channel distribution. According to NPD, e-commerce sales in prestige beauty increased by 46%. Online sales represent over 50 percent of total volume in hair care and skin care. Hair treatments, shampoos, and conditioners are performing well as self-care and at-home beauty continue to show momentum through the pandemic.

HiFlow E-Commerce features a metal-free pathway for optimal formula compatibility** and a showerproof design that reduces water ingestion. The down locking system prevents product from actuating in transit and has been tested extensively using ISTA-6 protocols in Aptar's certified laboratory. In addition to the down locking

system, the actuator and fixture are specifically designed to combat the challenges of product distribution. Brands are able to eliminate excess overwrapping for larger size product formats reducing both waste and potential chargebacks due to damages. This ultimately enhances the overall consumer unboxing experience.

Aptar continues to focus on continued improvements in manufacturing to better serve customers and deliver new innovative products to market. The *HiFlow E-Commerce* pump is made on a new high speed production line, incorporating new technology to more efficiently assemble pumps for this growing market.

HiFlow E-Commerce is currently available in a 28/410 neck finish, has a 4 CC output, and is currently produced in North America.

Aptar Beauty + Home is part of AptarGroup, Inc., a global leader in the design and manufacturing of a broad range of drug delivery, consumer product dispensing and active packaging solutions. Aptar uses insights, design, engineering and science to create dosing, dispensing and protective packaging technologies for the world's leading brands, in turn making a meaningful difference in the lives, looks, health and homes of millions of people around the world. Aptar's innovative solutions and services serve a variety of end markets including pharmaceutical, beauty, personal care, home, food and beverage. The company is headquartered in Crystal Lake, Illinois and has 14,000 dedicated employees in 20 countries. For more information, visit www.aptar.com.

*Ista-6 Overbox Testing Qualified. Test results vary based on final formula and packaging size.

**Compatibility testing recommended. Please contact us for additional information.



“We continue to focus on the market needs: bringing innovation that enhances the consumer experience, and localizing production in North America. The *HiFlow E-Commerce* actuator addresses the evolving landscape of omni-channel distribution in the beauty and personal care market at a time when it is most critical.

— Philippe Erhart, President, Beauty + Home, North America

