

APTAR BEAUTY + HOME

EXTENDS ITS MASSTIGE SPRAY COLLECTION ESSENCIA

Global leader in dispensing systems, Aptar Beauty + Home has expanded the production of its renowned fragrance pump range for the masstige fragrance market to address trends and consumer demand. Essencia enriched by new variations is a versatile spray collection that addresses consumer demands for premiumization and sustainability. This elegant range is available on a global scale, with manufacturing and customization facilities in Europe, but also in the Americas and Asia to ensure optimal lead times, agility and scalability.

According to Xavier Joseph, Vice President, Global Marketing and Innovation, Aptar Beauty + Home: **“The masstige market has its own specificities. Fragrance brands in this segment need accessible, more sustainable solutions with premium aesthetics. Essencia is inspired by prestige contemporary codes, driven by sustainability and empowered by best-in-class technical and design expertise. A robust industrial footprint allows us to deliver this essential solution to brands around the world.”**



Essencia perfectly matches brands' desires to add enhanced premium cues to their fragrance collection. Multiple variations are available to satisfy all consumers' wishes, from a sensual long-lasting spray to on-the-go fragrance packaging. Aptar's spray technology creates an authentic sensory experience, with a choice of dosages of 70, 100 or 130ml per stroke, delivered in the brand's chosen spray pattern. Essencia's elegant design and refined finishing is adaptable to any brand image - tailored solutions can be created with custom features and decoration on the collar, actuator and cap. Besides the Classic spray, four variations are available including:



ESSENCIA BLOOM – generous diffusion for a mist of essential elegance. Bloom produces a soft, wide, continuous spray, three times longer than the Classic, for an exuberant fragrance experience.



ESSENCIA SCREW – adapted for reuse and refill. Optimized for in-store or at-home refilling, an inner plastic ring ensures a pleasant and silent unscrewing gesture. At the end of its life, the pump can be recycled together with the glass bottle, for ease of recycling.



ESSENCIA SLP (SUPER LOW PROFILE) – a small, discreet spray. SLP's low profile enhances subtle fragrance packaging designs.



ESSENCIA ON-THE-GO – a portable essential. Designed for 10 and 15ml bottles, this slim, elegant pump is the perfect companion for on-the-go fragrance packaging.

About Aptar Beauty + Home

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 material science solutions and services. Aptar's innovative solutions and services serve a variety of end markets including pharmaceutical, beauty, personal care, home care, food and beverage. Using insights, proprietary design, engineering and science to create dispensing, dosing and protective technologies for many of the world's leading brands, Aptar in turn makes a meaningful difference in the lives, looks, health and homes of millions of patients and consumers around the world. Aptar is headquartered in Crystal Lake, Illinois and has 13,000 dedicated employees in 20 countries. For more information, visit www.aptar.com.