



sampling + promotion

Aptar Beauty + Home, creates the sample of the future for Yves Saint Laurent

Why distribute a simple sample when you can offer your future customers a total experience through an object that revolutionises the concept of try before you buy?

This is the challenge that Aptar Beauty + Home met for Yves Saint Laurent, creating a miniature version of its Touche Eclat Cushion foundation, thanks to Cosmin packaging.

This travel-friendly sample offers a make-up experience comparable to the compact sold in stores.

An innovative premium experience

By reproducing the final product's application step, Aptar Beauty + Home has transformed a promotional tool into a real gift, recreating Yves Saint Laurent's luxurious, design-forward world to make initial contact with the consumer, staying true to the original product and offering an incentive to buy.

Cosmin is an alu/PET packaging solution perfectly tailored to the ultra-fluid formulas on the cushions market. Featuring an easy, ergonomic closing system, it is practical, travel-friendly and reusable. Its expert applicator delivers just the right amount of product for a perfect make-up result. Last but not least, its flat, square format (70 x 70 mm) allows easy distribution in magazines, while its open card offers a large communication space, allowing brands to promote their concept.

Aptar Beauty + Home & connected samples

Thanks to its exclusive partnership with MyPack Connect, Aptar Beauty + Home now offers 100% connected samples: via an application or directly on Messenger, simply take a photo of your sample to access a content platform presenting videos, photos, a technical data sheet, a store locator tool and an e-shop.

It provides a way for brands to more effectively assess consumer satisfaction, directly receive their remarks about the product and meet the expectations of those who would like to receive a shade that more closely matches their skin tone. Aptar Beauty + Home also presents the Cosmin sample in a connected version.



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