

JANUARY 2019

Aptar Beauty + Home creates a made-to-measure packaging solution for Guerlain's Abeille Royale Double R

A CUSTOMISED CREATION FOR THE GUERLAIN HOUSE

For its new high-performance skincare product, the luxury brand was looking for exclusive packaging that would both visually recall the cells of the hive and dispense two distinct formulas that could merge in the bottle pump. The Custom Aptar teams developed a 6-piece bottle, 3 visible pieces for aesthetic purposes, and 3 technical pieces for dispensing.

The result is a made-to-measure creation for this new serum and its bee seal stamped double pump bottle which dispenses the perfect amount of the brand's anti-ageing corrective formulas with each actuation.

A result made possible thanks to the constant exchanges between the Custom teams and the Guerlain House, in order to reach the ideal compromise between functionality and respect for the design envisioned by Guerlain.

CUSTOM: A TEAM OF EXPERTS WORKING FOR INNOVATION

Throughout the world, the Custom Aptar Beauty + Home teams provide brands the opportunity to express their uniqueness through packaging. From the creative concept to the delivery of the finished product, they are committed to meeting all the requirements and the most innovative ideas by combining technological expertise, industrial capabilities and responsive and transparent project management. With inventiveness as a trademark, they continue to push the limits of expertise through a new challenge set by the renowned Guerlain House.

Aptar Beauty + Home, the world leader in the dispensing packaging solutions industry for perfumery and cosmetics (sprays, aerosols, pump bottles, etc.) supports brands throughout the project process from design to creation, drawing on its accurate knowledge of trends and new consumer habits.

