

For immediate release
30 July 2024

Packaging for emotional well-being

Quadpack created maple caps and collars, as well as fragrance roll-ons, for Sisley's neuroscience-based skincare brand Neuraé

Neuraé is a new brand from Sisley that connects skincare with wellbeing. Celebrating positive emotions, it focuses on joy, energy and serenity by way of a three-step routine. The neuroscientific collection is beautifully packaged in glass bottles and jars, adorned with maple wood caps and collars from international beauty packaging manufacturer and provider Quadpack, who also developed its gorgeous roll-ons, altogether forming an attractive range that appeals to all the senses.



Neuraé's formulas are composed of at least 95% ingredients of natural origin. The range comprises a serum and a choice of three face creams, complemented by roll-on fragrances it calls 'Emotion Boosters'. The routine is simple: reset the skin with the reharmonising serum 'harmonie'; apply the 'joie', 'énergie' or 'sérénité' face cream, according to the desired mood; and amplify with the matching fragrance.

The brand was clear about its packaging objectives, stating, "we aim to reduce our plastic footprint, using glass, recyclable plastic and wood." Quadpack's wood experts worked with Neuraé to select the right type of wood and finish. It chose maple for its clear surface and smooth, exquisite finish.

The collars and caps for the droppers, jars and roll-ons were custom-designed and manufactured at the Quadpack Wood factory in Spain, which is powered by renewable energy and a biomass plant running on production scrap. Sourced exclusively from sustainably-managed forests, each and every wooden component is unique, with its own grain pattern. All the caps were branded using a careful process of laser engraving. The laser was meticulously calibrated to ensure superficial scoring, to avoid the typical burnt effect, with maple providing the perfect canvas.

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The Emotion Boosters, in turn, are little gems that are the perfect size for on-the-go usage. The 6.5ml glass bottles were lacquered and decorated with one-colour silk screening. The roller ball applicator for each variant has a semi-precious stone: jade for énergie, pink quartz for joie and amethyst for sérénité. These, too, are topped with maple caps.

All in all, the natural wood, glass and semi-precious stones enhance the sensory appeal of the range, helping Neuraé on its quest to “cultivate beautiful skin together with wellbeing.”

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About Quadpack

Established in 2003, Quadpack is an international manufacturer and provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, the Americas and the Asia Pacific region, and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. Listed on Euronext Growth in Paris, Quadpack relies on a workforce of 600 people to build a more sustainable world. As a registered B Corp with EcoVadis Platinum certification, it works to ensure a positive impact on the planet and society and, through the Quadpack Foundation, on the communities in which it is present. For more information, please visit www.quadpack.com

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