



beauty

◦ The Irresistible Range: Aptar Beauty + Home's answer for dispensing fragile formulae

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Summary

Currently, consumers in Europe and the US want cosmetic products which are at the same time free from preservatives and free from bacterial contamination. Public authorities in the same regions have also focused on this issue, and are seeking to make regulations more restrictive on the matter. However, this double constraint is contradictory because a preservative-free cosmetic product has a much higher risk of bacterial contamination both during manufacture and use.

In order to tackle this issue, in 2010 Aptar launched the 'Irresistible' dispensing system, the optimum solution for the most sensitive formulae to prevent contamination risks. The solution uses ULTRA GATE technology, which combines two types of barriers against bacterial contamination. This technology offers an innovative solution guaranteeing that the formula is protected, all while ensuring that the pump is primed and that the correct amount of formula is dispensed. It has been tested and approved by two independent bodies (A) and (B), following two complementary protocols – the 'Tip Seal Integrity Test' and the 'Container Ventilation Integrity Test'.

Aptar's innovative packaging technology is now being rolled out for all types of packaging for facial skin care products. New references of the coextruded pouch-bottle have been developed for 20 ml, 30 ml, and 50 ml sizes, in addition to the first 40 ml version launched in 2010.

Brands can use this packaging to offer their consumers full ranges of preservative-free cosmetics guaranteed free from germs.

Irresistible is the complete solution for everyday facial products, eye products, serums, and masks.

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