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# Apollo Launches to Market with MONAT Studio One Strong Flexi-Hold Hairspray

**Apollo is the newest edition of innovation** from Aptar Beauty + Home, the global leader in dispensing solutions, **addressing the demand for e-commerce-capable, travel-friendly products that provide shelf and product differentiation.**

**Aptar is the first to market with a patented 2-in-1 dispensing aerosol actuator**, giving consumers the flexibility of choice in how they use the product. Consumers can choose between a broad or targeting spray with a simple twist and click between the two orifices or lock into place while on-the-go.

“Our mission is to provide brands with innovation that addresses multiple needs. Apollo is an example of combining a personalized user experience and e-commerce capable packaging needs to create a unique-to-market launch.” **Lisa Petersmark, Vice President, Personal & Home Care**

**Aptar partnered with MONAT** to provide a unique dispensing gesture for their award-winning launch of Studio One Strong Flexi-Hold Hairspray. **MONAT was recently presented with a 2019 ADF Innovation Award in personal care packaging innovation for the product.**

“MONAT saw a real need to modernize the hairspray category, and Apollo enabled us to customize the user experience in a way that’s never been done before. The ability to achieve different styles and holds with one purchase is a game-changer for our clientele.” **Stuart MacMillan, President, MONAT**

Brands can select between various spray insert combinations (standard, powder, fan (vertical or horizontal) and/or streamer) across multiple product applications. Apollo features Aptar’s patented twist to lock actuator, fits a 1” mounting cup and is designed for BOV or VX valves.

“We congratulate and celebrate with the MONAT team on receipt of this prestigious award.” **Philippe Erhart, President, North America**



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