

# Health & Beauty

Premium tube packaging within the health and beauty industry is a growing trend as consumers seeking up-market products continues to increase.

With high competition, paper-tube packaging can give a health and beauty product the added perceived value to influence purchase over a competing product.

The tube can be shaped or round and made bespoke to your requirements. Available with high quality offset litho print and additional decorative options, the tube can truly reflect the product it contains and the brand itself, and be premised in a variety of ways making it perfect for gifting options.

Fully FSC<sup>®</sup> accredited, the paper-tube not only encourages purchase behaviour but its strong and durable structure will protect the contents across the supply chain, reducing breakages and damage. Now also available, our 100% recyclable & sustainable tube under our Better Planet Packaging initiative; the Eco-Tube.



Fully FSC  
Accredited

## FEATURES

- Diameter range: 38mm to 122mm and height range: 40mm to 980mm
- Tubes can be round or uniquely shaped to create distinctive packaging
- High quality printed tube label to promote your product and brand
- Finishes include textured, varnished, foil blocked, embossed, scented or holographic
- Lids and bases can be branded, colour matched and embossed to specific requirements
- Window patching available for good product visibility

## DECORATIVE OPTIONS

- Offset lithographic print
- Foil blocking, both conventional and digital
- Embossing and debossing
- High build varnish
- Soft touch laminate or varnish
- Spot varnish
- Coloured or printed liners
- Colour matched lids and bases
- Embossed and debossed lids

**“Over 1/3 of consumers surveyed stated that attractive packaging would influence their purchase”** (source: Mintel)

We are also able to place tubes into shipper cases and supply these to our customers. This helps reduce cost and make it easier for the bottling of their products.

**Ask us more about our fulfilment option.**

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