

BeutiControl®

Personal Care

CREATING A PACKAGE AS APPEALING AS THE PRODUCT

As one of BeutiControl's core products, Lip Apeel® (a combination exfoliator and lip moisturizer) is extremely important to the company. When packaging issues arose, BeutiControl turned to TricorBraun.

Improving product quality with improved packaging

Quality issues with the previous package caused the product to dry out. TricorBraun's engineers and designers worked together to create a container that looks and works great.

Two products / two packages for less

Because of the unique design of the Lip Apeel package, the top jar, which contains a lip balm, can also be used to package and sell the lip balm separately.

BeutiControl® is a Dallas-based cosmetics company...

that has been selling personal care products through its network of consultants for more than 25 years.

"We launch about 120 new products each year," said Don Walden, Director of Package Engineering for BeutiControl.

"We work on eight to twelve new products every month. It's a fast-paced business, and we need vendors like TricorBraun that can keep up."

Design Innovation

Because the Lip Apeel® brand is so important to the company, as soon as signs of a problem arose, they called TricorBraun.

"We did what we always do," said Roger Allen, BeutiControl's TricorBraun sales representative. "We surrounded the company with better options. Our engineering group created custom parts, and our design group presented nearly a dozen alternatives." [continued on next page]



"TricorBraun exceeded our expectations on every level. We continually entrust them with the success of our brands and our company. They're a valuable partner." — *Don Walden*

TRICORBRAUN®

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the power of options



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Cost Savings

Once a design was chosen, TricorBraun's international group negotiated with their vendors around the world.

Not only did they source the highest quality components, but they did so at a per-unit cost that was roughly 50% less than the cost of the original package.

Business Growth

No matter how cool the design, the new packaging had to be functional, particularly in light of the previous package's shortcomings.

"This was a major project for BeutiControl," said Walden. "Lip Apeel continues to be one of our best sellers, product dehydration has been eliminated and the brand has been reinvigorated."

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