

MAY 2020

MURAD X NEOMIX: APTAR'S NEWEST INNOVATION WORKS WITH UNIQUE FIRST TO MARKET MURAD FORMULA



**Environmental Shield packaging features Couture by FusionPKG.*

Murad's newest dual-powered product, Vita-C Glycolic Brightening Serum, features active ingredients like Glycolic Acid to gently exfoliate dead skin cells and enhance absorption + Vita-C complex that brightens skin with first-to-market, gold-stabilized vitamin C.

Murad's product development process (skincare as healthcare) has made the brand an iconic staple in ingredient innovation backed by science. Murad recognized the essential need for packaging that could effectively protect the formulation integrity and uniquely showcase the product.

Enter Neomix – Aptar's newest skincare

packaging innovation. Neomix is a dual-dispensing system that features two formula chambers and pumps to provide a fresh mix of formula each time the product is dispensed. The package is ideal for a range of products like skin care with serum, customized make up, and other products where dual-benefits are important like Murad's Vita-C Glycolic Brightening Serum.

"The two chambers house the concentrated phases based on solubility and allow for a unique oil-in-serum application, keeping the concentrated ingredients separated to ensure a fresh dose of vitamin C with every use."

**Kristen Robinson, Senior Director,
New Product Development – Murad**

"We were very happy that our latest new product, Neomix, provided the unique dispensing Murad needed for their innovative product formulation."

**Eloi Fernandes, Vice President
and General Manager, Beauty,
North America**

Aptar's innovation and product development team collaborated closely with Murad to ensure a smooth execution with start to finish project management and on-site filling support through Aptar's robust technical service team.