

GOLD WINNER – 2015 DUPONT AWARDS FOR PACKAGING INNOVATION

Squeezable Mascara Tube Ends Product Dispensing Frustrations

AmorePacific – Korea

An eye-opening innovation, AmorePacific's squeezable mascara tube eliminates consumer frustrations with inconsistent delivery, dried out product, and inability to extract mascara from the tube.

This squeezable mascara tube is the first matte silicone mascara tube in the world. A hybrid package made of a silicone tube with an aluminum laminated inner pouch, the tube looks like a traditional mascara tube at first glance but surprises users with its enhanced features that address known market needs for functionality and consistent dosing.

With traditional mascara tubes, the high viscosity mascara tends to accumulate along the inner wall, becoming unreachable or dried out. The squeezable mascara tube allows users to soften, reposition the remaining mascara, and transfer the mascara to the applicator with just a light squeeze of the tube. This enables a consistent amount of mascara to be delivered every time so that users will get the same great experience with each application.

The enhanced functionalities of the squeezable mascara tube help to dramatically reduce the amount of unusable mascara remaining in the tube and extend the useful life of the mascara, while providing a unique tactile sensation.

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