



2025-JUL-23 SR Packaging Brand Focus

SHISEIDO utilizes specially tailored, super-oval nozzle tubes to deliver skincare-like makeup, helping users radiate with a hydrated and healthy complexion.

Working with SR Packaging North America Inc., **SHISEIDO** has SYNCHRO SKIN Soft Blurring Primer and Skin Self-refreshing Tint (SPF 20) packed in super-oval nozzle tubes. The specially tailored tubes are 5-layer CO-EX tubes with an EVOH barrier to protect the skin-tone-syncing, 24-hour hydrating skincare-like makeup formulae.

Brand-oriented packaging design, tailored to needs.

Providing easy dosage control, the super-oval tubes of long nozzles are fully customized for the products.

Complementing specially tailored double-walled screw caps, the elegant tubes are of slim shape that fit in a post bag for mail delivery.

Decorating to protect and reveal.

The tubes feature 3-color silkscreen printing, allowing a clear window to reveal products inside. The black double-wall screw caps are UV-coated, adding an extra layer of scratch-proof protection and a glossy, glamorous touch.

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