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News Release

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**New Sustainable Solutions, Statement Cosmetics**

**& Scientific Skincare Highlight Cosmoprof Bologna**

**for FASTEN Packaging & Orchard Custom Beauty**

***The sister companies premiered recyclable & refillable containers, a novel powder dispenser and a mood-matching fragrance line, among other debuts.***

*Toronto, Canada –* At Cosmoprof Bologna in mid-March, sister companies **FASTEN Packaging** and **Orchard Custom Beauty,** both Innovative Beauty Group (IBG) companies, debuted an array of innovative products spanning several industry trends, including sustainability, statement cosmetics and science-based skincare solutions. The product launches came in addition to the companies’ broad spectrum of standard product solutions and bespoke customized components.

For starters, **FASTEN Packaging** unveiled its brand new **Create Cream Jars**. Developed for solid formulations, the jars house a refillable portion made from polypropylene mono-material. In its special “Innovation Showcase,” FASTEN Packaging also premiered a **Mono Metal** line. Elegantly designed and refillable, the portfolio showcases the company’s advancing metalworking techniques while capitalizing on a packaging material known for its infinite recyclability.

FASTEN Packaging also debuted its **Simple Powder System**, a refillable method for dispensing cosmetic powders, as well as its **Modular** line, an efficient “building block” system consisting of interchangeable parts with polypropylene mono-material refill cups. Available in 30, 50, 100 and 120 ml, the Modular system is designed for disassembly with an easy-to-open bottom structure.

Meanwhile, **Orchard Custom Beauty** premiered products highlighting three main themes: Happy Home, Express Yourself, and Science Lab.

From Happy Home, Orchard showcased **Bonjour**, a home fragrance product line intended to take consumers through a different, mood-matching sensory journey for each day of the week. The company also introduced **Virgo**, a home cleaning product line with 100% natural fragrance and 98% natural active ingredients.

**Express Yourself**, a theme focused on making a statement and celebrating “festival season,” included products such as metallic eye pencils, biodegradable face glitter, fragranced and color changing nail polish products, hair tinsel, and face jewels.

**Science Lab**, scientific skincare for face, body, and hair using the latest technology, highlighted a range of products including micro-needling patches, blue light protection face mist, body deodorant, and hair treatment ampules.

Emphasized by a freshly reimagined booth space, Cosmoprof Bologna marked the first time both FASTEN Packaging and Orchard Custom Beauty exhibited under their umbrella company, Innovative Beauty Group (IBG).

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**About IBG**

IBG (Innovative Beauty Group), a division of the Albea Group, is a leading global beauty solutions provider proudly serving some of the world’s most dynamic mass and prestige beauty brands. Comprised of Orchard Custom Beauty and FASTEN Packaging, IBG applies its industry expertise to support its customers with innovative and responsible custom and turnkey solutions that include design, sourcing, formula development, bespoke packaging and accessories for color cosmetics, skin care, personal care, home care, hair care, and gifts with purchase.

With a global team of beauty experts and a distinctly personal approach, IBG empowers all its clients – from established beauty brands to first-time private label retailers – with strategic partnerships that bring visions to life, and products seamlessly to market. The company has offices in Offices in Toronto, New York, Los Angeles, The Netherlands, Paris, Shanghai, Guanzhou, Shenzen, and Dongguan.

For more information, visit <https://innovativebeautygroup.com/>.