

## Texen differentiates with four 100% disruptive beauty innovations

An expert in turnkey packaging development, Texen Beauty Partners collaborates with major players in the sector to create differentiated, audacious beauty innovations. The latest fruit of these partnerships has resulted in four new patented products offering beauty routines designed to shake up the status quo.

Beauty experts in New York and Paris, backed by market research, teamed up with Texen to drive consumers towards emerging trends. These are professionals who share in consumers' daily concerns for their beauty routines. To offer them new gestures and tangible makeup and skincare results, the aim is the perfect combination of pack, applicator and formula. For this reason, Texen also worked hand in hand with renowned formulators.

These innovations are presented today with the aim of targeting co-development projects with brands.

### The Twice Eyes

With this applicator, Texen is offering a new gesture for eyelash makeup. The innovation is based on a brush that pivots on its wand, allowing for multiple angles to reach each lash. This mechanism allows each user to adjust the makeup gesture and to be able to reach even the smallest lashes at the corners of the eye. When the brush pivots, excess formula is ideally placed towards the exterior of the eye, where the lashes are longer and denser. To apply to the other eye, all that's needed is to turn the applicator around. Thanks to a short wand and the articulated brush, the cheek provides the support needed for the hand, ensuring the most precise gesture during application. This position facilitates application from the root to the tip of the eyelashes for a perfectly defined eye.



### The Lash Up Roller

With this innovation, Texen is tapping into consumer demand for eye makeup products. To discipline, define, enhance or nourish the lashes with an adapted formula, this is the promise of Lash Up Roller. The accessory is made up of two rollers that follow the line of the lashes, gently curling them. Choosing a silicone or foam roller or a brush makes a multitude of functions possible. The fruit of an extended design process, Lash Up Roller is adapted to a range of different eye shapes and sizes.



# texən



## **The Multi Intensity Brush**

Designed for the complexion, Multi intensity brush facilitates creating a total makeup look using a single brush. This practical solution is a handy space saver in the makeup pouch. The brush is equipped with a rotating mechanism that means the length of the bristles and the density of the tuft can be changed according to the desired result: density, definition, contrast...Further versions can be developed for the eyes or lips offering the same functionality. It is available with accessories that can be integrated into the handle or sold separately.

## **The Multi-Use Pen**

This product offers an applicator with a handle equipped with a removable cartridge of product (makeup, skincare or fragrance). Its airless system alleviates the risk of product infiltration in the mechanism for perfect hygiene.

According to the type of product and formula (eyeliner, foundation, serum, concealer, lipgloss, fragrance...), the brand chooses the appropriate applicator (for example: sponge, silicone, micro-injected bristles, brushes of various diameters, slim point, metallic roller ball...). This applicator can be developed specifically by the teams at Texen.

