



 **mktg**industry
CREATING IN BEAUTY

PACKAGING
& FULL SERVICE
FOR MAKEUP
& COSMETICS 2

ECO-BEAUTY
PACKAGING 4

COLLEZIONE
GEA 8

CARDBOARD
MAKEUP
PALETTES & CASES 13

LIP GLOSSES 21

LIPSTICKS, STYLO
& LIP BALMS 33

COMPAC CASES 43

MASCARAS &
EYELINERS 51

GLASS BOTTLES 58

BEAUTY TUBES 60

COLLEZIONE
ALLUMÉE 62



PACKAGING & FULL SERVICE FOR MAKEUP & COSMETICS

We are an Italian company that combines creativity, design, product development, research and production to supply, in the shortest possible time, packaging solutions and/or a 360° Full Service to develop turn key cosmetic and makeup products ready to market.

We create innovative, high quality, exclusive, customized beauty solutions, driven by passion and will to support the Beauty Brands in developing winning products on the market.

Mktg Industry offers a wide range of traditional and unconventional packagings for the cosmetic and makeup market. We manage manufacturing and supplying to provide Beauty Brands with high quality and innovative packaging solutions, speed to market and cost savings for new or already existing products.

OUR OFFER INCLUDES:

- PACKAGING FOR MAKEUP
- COSMETIC PACKAGING
- UNCONVENTIONAL PACKAGING
- FORMULA/BULK
- NATURAL MAKEUP FORMULAS
- VEGAN MAKEUP FORMULAS
- FILLING/LABELING/ASSEMBLING
- SECONDARY PACKAGING
- LABELS & SLEEVES
- PRÉSENTOIR AND PRODUCT DISPLAY
- ARTWORKS, GRAPHIC DESIGN & PRINTING
- MARKETING CONSULTANCY
- CONSULTANCY & FULL SERVICE FOR START-UPS

Mktg Industry is a member of:



POLO
TECNOLOGICO
DELLA COSMESI



member of
COSMETICA ITALIA
the personal care association







ECO-BEAUTY PACKAGING

New eco-friendly packaging 100% Plastic-Free, 100% Metal-Free, 100% Recyclable, made in cardboard/paper only. Clean & Conscious solutions specifically designed to reduce the use of plastic down to zero avoiding any metal or plastic component. The inner walls are made with food grade waxed paper functioning as “oils & fat barrier” and allowing direct filling/hot pouring of the formula. They are available with White Art Paper or Havana Kraft Paper and can be developed in different sizes and heights.

Eco Beauty Stick® & Eco Beauty Jar® are entirely customizable with no limitation of colors, printings and creativity.



ECO BEAUTY STICK®

Made with special Push-up bottom sliding chip that allows the formula to slide-up, simply by pushing the bottom chip with the tip of a finger.

Suggested Formulas: Anhydrous formulas (lipbalm, body balm, body butter, face butter, solid perfumes, solid oils, sunscreen formula, etc.) and the newest generation of Water-Free formulas (solid creams, solid shampoos, solid oils, etc.).



ECO BEAUTY JAR®

Suggested Formulas: Hot poured makeup formulas (lipstick, blushes, concealers, bronzer, highlighters, etc.), anhydrous formulas (lipbalms, body balms, body butters, face butters, sunscreen formulas, etc.) and the newest generation of Water-Free formulas (solid creams, solid shampoos, solid oils, etc.). Also available with **Sifter** specifically designed for Loose Powders (Loose Powders for Personal Care such as Shower & Bath powders, Body powders, Deodorant powders, Toothpaste powders, Dry Shampoos, Sunscreen powders, etc.)







COLLEZIONE GEA

"Collezione Gea" is an Eco Friendly makeup packaging collection designed to reduce, as much as possible, the use of plastic by replacing it with cardboard and paper. The packagings are totally customizable with an endless number of decorations and with no limitation of colors, printing and creativity.



LIPSTICK GEA

Diameter: 12,7 mm

Made with cardboard cap, cardboard base, plastic mechanism, and plastic or aluminum sleeve.

Totally decorable thanks to the endless number of decoration possibilities with no limitation of colors or printing.



LIPSTICK FLAT TOP GEA

Diameter: 12,7 mm

Made with cardboard cap, cardboard base, plastic mechanism, and aluminum sleeve.

Totally decorable thanks to the endless number of decoration possibilities with no limitation of colors or printing.



COMPACT CASE GEA

Available with inside for godets
Ø 59 - Ø 42 - Ø 36 - Ø 30. Entirely
made in cardboard, with or without
transparent window on the top.

Highly customizable
in different size and shapes
and totally decorable thanks
to the endless number of
decoration possibilities with no
limitation of colors or printing.



STICK GEA

Heights: 60 mm - 80 mm
Diameter: 18 mm

Made with cardboard cap,
cardboard base, plastic
mechanism, and plastic sleeve.

Totally decorable thanks
to the endless number of
decoration possibilities with no
limitation of colors or printing.



STYLO GEA

Diameter: 10 mm

Made with cardboard cap, cardboard base, plastic mechanism, and plastic or aluminum sleeve.

Totally decorable thanks to the endless number of decoration possibilities with no limitation of colors or printing.



LOOSE POWDER JAR GEA

Customizable in any size on request.

Made with cardboard and paper only.

Totally decorable thanks to the endless number of decoration possibilities with no limitation of colors or printing.







CARDBOARD MAKEUP PALETTES & CASES

A wide choice of cardboard packagings designed for the Makeup market of pressed powders, baked powders and hot poured formulas. Also ideal for Refills. All our cardboard packagings can be easily customized in any design and shape and totally customizable thanks to the endless number of decoration possibilities with no limitation of colors, printing and creativity.



POWDER POWER: CARDBOARD MAKEUP PALETTES

100% CUSTOMIZABLE

with magnetic or rubber band closure.

We design and develop your makeup cardboard palette according to your need.

All our Cardboard Palettes are available with:

- Magnetic Closure
- Rubber Band Closure
- Magnetic Base for Refills
- Transparent Window
- Mirror
- Cardboard or PET Sleeve/Band.
- Custom Design at no extra cost
- Custom Shape of the holes at no extra cost
- Printable PET Sheet
- Screen Printing on the mirror
- Embossing / Debossing decoration
- Special Papers (Glitters, Holographic, Leather-like, Velvet, etc.)
- Customizable Metal Plate
- 3D Motion (lenticular) printing





Eco-Smart Palette with light top



POWDER POWER: CARDBOARD MAKEUP PALETTES

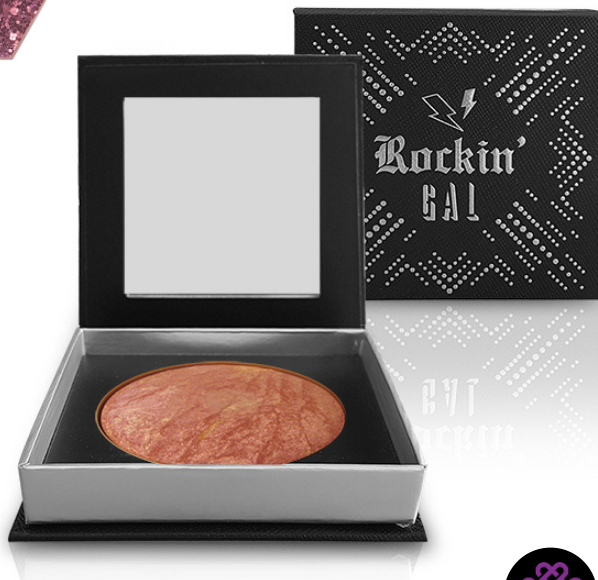
with magnetic or rubber band closure.



3D Motion Printing:

Make your creativity come alive!





FLATTY: EXTRA FLAT CASE FOR MAKEUP POWDERS with Rubber Band or "Lift & Reseal" closure

An innovative extra-flat cardboard trousse for makeup powders and refills, designed to be the smallest reusable primary packaging ever.

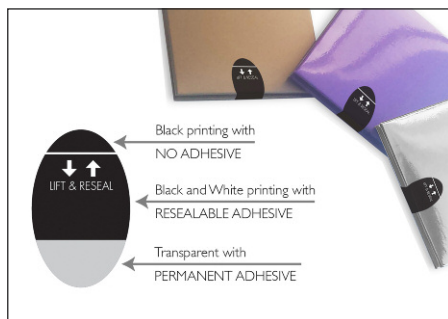
A funny and playful makeup case with innovative closure that allows to use the packaging more and more times!



A multifunctional packaging available with a rubber band closure or with a "Lift & Reseal" label, that can be used either to exchange refills or to be carried around everywhere for a quick and easy touch-up.

"Flatty" is designed to occupy the smallest possible space and fits perfectly in a small clutch, in a gym's bag, in a jacket's pocket or in a travel beauty case and it's always ready to be used by a modern active woman always On-the-Go.

It is a sustainable and eco-friendly solution made in cardboard and paper, the inner tray is specifically designed to hold the powder's metal pan without gluing it, allowing to exchange powders and/or to dispose the finished product in the correct recycling chain.







LIP GLOSSES

A wide range of packaging solutions specifically designed for liquid makeup formulas, such as: lipglosses, liquid lipsticks, liquid concealers, liquid eyeshadows, liquid foundations etc. Different shapes and sizes available on request.



LIP GLOSS ALEXIA

AS Bottle with High Thick Walls

Size: 4,2 ml
OFC: 5 ml

Wide range of applicators to choose from.



LIP GLOSS ALEXIA LARGE

AS Bottle with High Thick Walls

Size: 5 ml
OFC: 6 ml

Wide range of applicators to choose from.



LIP GLOSS TIFFANY

- PETG Bottle with High Thick Walls
- PETG Ring to cover the filling line
- PETG Cap

Size: 4,5 ml

OFC: 6 ml

Wide range of applicators to choose from.



LIP GLOSS CELEBRITY

AS or PETG Bottle with High Thick Walls and Long Neck to cover the filling line.

Sizes: 3 ml (AS bottle)

5 ml (PETG bottle)

OFC: 5 ml (AS bottle)

8 ml (PETG bottle)

Wide range of applicators to choose from.



LIP GLOSS SECRET

AS Bottle with High Thick Walls.
Customizable with full covering printing
and transparent window/logo/text to
show the different color shades inside.

Size: 4,5 ml
OFC: 6,8 ml

Wide range of applicators to choose
from.



LIP GLOSS CRYSTAL

PETG Bottle with High Thick Walls.

Size: 4 ml
OFC: 5,3 ml

Wide range of applicators to choose
from.



LIP GLOSS JANET

PETG or AS Bottle with High Thick Walls.

Size: 3,5 ml
OFC: 5,2 ml

Wide range of applicators to choose from.



LIP GLOSS ABSOLUTE

PETG Bottle with High Thick Walls.

Sizes: 3,5 ml - 4,5 ml
OFC: 4,2 ml - 5 ml

Wide range of applicators to choose from.



LIP GLOSS CLASSIC CHARM XL

AS or PETG Bottle
with High Thick Walls.

Size: 6 ml
OFC: 7,2 ml

Wide range of applicators to choose
from.



LIP GLOSS KISS

PETG Bottle with High Thick Walls
and Long Neck to cover the filling line
and slender shaped bottom.

Size: 4 ml
OFC: 6 ml

Wide range of applicators to choose
from.



LIP GLOSS JOLIE

AS or PETG Bottle with High Thick Walls and Long Neck to cover the filling line.

Size: 4 ml
OFC: 6,1 ml

Wide range of applicators to choose from.



LIP GLOSS JOLIE 2

AS or PETG Bottle with High Thick Walls.

Size: 3 ml
OFC: 4,1 ml

Wide range of applicators to choose from.



LIP GLOSS GLAMMY XL

AS or PETG Bottle with High Thick Walls.

Size: 4,5 ml
OFC: 6,2 ml

Wide range of applicators to choose from.



LIP GLOSS CUTIE

PETG Bottle with High Thick Walls.

Size: 4,5 ml
OFC: 5,2 ml

Wide range of applicators to choose from.



LIP GLOSS TIFFANY with MEGA FLOCK APPLICATOR

PETG Bottle with High Thick Walls.

Size: 11 ml
OFC: 15,3 ml

Available with Mega flock applicator.



LIP GLOSS GLAMMY with MEGA FLOCK APPLICATOR

PETG Bottle with High Thick Walls.

Size: 13 ml
OFC: 16,3 ml

Available with Mega flock applicator.



LIP GLOSS ALEXIA WITH THIN WALL

PETG Bottle with
Aluminum covered Cap.

Size: 8 ml
OFC: 9,7 ml

Wide range of applicators to choose
from.



LIP GLOSS MAGIC NIGHTS

PETG Bottle.

Sizes: 4 ml - 7 ml - 10 ml
OFC: 4,9 ml - 7,9 ml - 10,3 ml

Wide range of applicators to choose
from.



LIP GLOSS MAGIC NIGHTS DUO

2 PETG Bottles.

Sizes: 4 ml - 7 ml
OFC: 4,9 ml - 7,9 ml

Available also with different
kind of applicators for
2 different products:

- lip gloss
- mascara
- eyeliner
- brush



LIP GLOSS FUN & LOVE DUO

2 PETG Bottle with
Aluminum middle part.

Size: 6 ml
OFC: 6,9 ml

Wide range of applicators
to choose from.







LIPSTICKS, STYLO & LIP BALMS

A wide range of packaging solutions specifically designed for the lips makeup and care market. Different shapes and sizes available on request.



LIPSTICK UNIQUE

AIRTIGHT

Diameter: 12,7mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



LIPSTICK CUTIE

With high thick Top and bottom

Diameter: 12,7mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



LIPSTICK INFINITY

Diameter: 12,7mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



LIPSTICK MAGIC NIGHTS

Diameter: 12,7mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



LIPSTICK CELEBRITY

**Aluminum covered
Packaging.**

Diameter: 12,7mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



LIPSTICK TIFFANY

**Aluminum covered
Packaging.**

Diameter: 12,7mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Colored Aluminum



LIPSTICK ALEXIA

Diameter: 12,7mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



LIPSTICK SWEETY

**Aluminum covered
Packaging with screw closure**

Diameter: 12,7mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



LIPSTICK CLASSIC CHARM

With magnetic closure.

Diameter: 12,7mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



STYLO CLASSIC CHARM

With magnetic closure.

Diameter: 11mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



STYLO UNIQUE

AIRTIGHT

Diameter: 11mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



STYLO CELEBRITY

With magnetic closure.

Diameter: 11mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



STYLO ICONIC

Diameter: 9 mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



STYLO ALLURE

Diameter: 11 mm

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



STYLO MAGIC NIGHTS

Diameter: 11 mm

Available with or without Ring.

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



LIP BALM FUN & LOVE, GLAMMY, DIVA

Diameter: 12,7mm

Available decorations:

- Screen printing
 - Hot Stamping
 - Special Sleeve for Lip Balms
with twist open and up to 6 colors
printing 360°.
- We offer Sleeve printing and sleeve application.







COMPACT CASES

A wide range of Plastic Compact Cases specifically designed for makeup pressed or baked powders and hot poured formulas.



COMPACT GLAMMY DE LUXE

Available with inside for godets Ø 36,
Ø 59 with or without mirror.

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



COMPACT GLAMMY SLIM

Available with inside for godets Ø 36,
Ø 42, Ø 59 with or without mirror.

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



COMPACT GLAMMY WITH FRAME

Available with inside for godets Ø 59 with top frame and transparent window.

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization

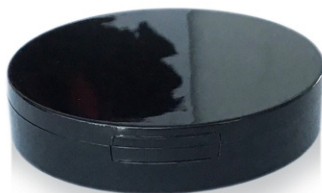


COMPACT GLAMMY WITH MAGNET

Available with inside for godets Ø 59 with magnetic closure and mirror.

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



COMPACT GLAMMY WET & DRY

Available with inside for godets Ø 59
with or without mirror.

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



COMPACT GLAMMY SCREW

Available with inside for godets
Ø 27, Ø 30 and Ø 36.

Available decorations:

- 1 color printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



COMPACT MAGIC NIGHTS 59

Available with inside for godets Ø 59
with push open button and mirror.

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



COMPACT CELEBRITY

Available with inside
for godet Ø 59 with mirror.

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



COMPACT TIFFANY

Available with inside for godet Ø 59
with magnetic closure
with mirror.

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



COMPACT DIVA

Available with inside
for godet Ø 36 and Ø 59
with mirror.

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



COMPACT CLASSIC CHARM

Available with inside for godet Ø 59 and
55*55 with or without mirror.

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization



PLASTIC JARS FOR LOOSE POWDERS

Available sizes:

20 ml with open/close rotating Sifter

25 ml with traditional Sifter

40 ml with traditional Sifter

Available decorations:

- Screen printing
- Hot Stamping
- Matte Effect Laquering
- Metallization







MASCARAS & EYELINERS

A wide range of packaging solutions specifically designed for the eye makeup market. Different shapes and sizes available on request.



MASCARA CELEBRITY

Alluminum covered

Sizes: 8,5 ml - 10 ml
OFC: 11,2 ml - 12 ml

Wide range of applicators to
choose from.



MASCARA MAGIC NIGHTS

Sizes: 7 ml - 10 ml
OFC: 7,2 ml - 10,2 ml

Wide range of applicators to
choose from.



MASCARA GLAMMY

Sizes: 10 ml - 12 ml
OFC: 10,2 ml - 13,8 ml

Wide range of applicators to
choose from.



MASCARA GLAMMY LARGE with Mega Lash Applicator

Size: 12 ml
OFC: 15 ml

New bigger brush to give
Extra volume, High Definition
and a Super Curling effect.



MASCARA ADDICTION

Size: 6 ml
OFC: 10,2 ml

Wide range of applicators
to choose from.



MASCARA DIVA

Size: 12 ml
OFC: 14,8 ml

Wide range of applicators
to choose from.



MASCARA STARLIGHT

Size: 12 ml
OFC: 15,2 ml

Wide range of applicators
to choose from.



MASCARA HYPER

Size: 12 ml
OFC: 12 ml

Wide range of applicators
to choose from.



EYELINER MAGIC NIGHTS

Sizes: 4 ml - 5 ml
OFC: 4,9 ml - 6 ml

Available Applicators: Deep Liner,
Brush.



EYELINER ADDICTION

Size: 4 ml
OFC: 4,9 ml

Available Applicators: Deep Liner,
Brush.



EYELINER ICONIC

Size: 3,5 ml
OFC: 3,8 ml

Available Applicators: Deep
Liner, Brush.



MASCARA EYEBROW MAGIC NIGHTS, ICONIC

Magic Nights:

Sizes: 4 ml - 7 ml
OFC: 4,9 ml - 7,9 ml

Iconic:

Size: 4 ml
OFC: 4,7 ml

Available with different
Eyebrow Applicators.





GLASS BOTTLES

A wide range of Glass Bottles available in different sizes and shapes. The perfect packaging solution for liquid makeup products such as: liquid foundation, liquid highlighter, BB cream, face & body oil etc.



GLASS BOTTLES CELEBRITY with PUMP

Sizes:

- 15 ml - 30 ml

Available decorations:

- Metallization/Oxidation in any color
- Matt/Frosted effect
- Hot stamping
- Screen printing
- Degradé effect lacquering



GLASS BOTTLES CELEBRITY PUSH-ON DROPPER

Sizes: 10 ml - 15 ml

Available decorations:

- Metallization in any color
- Matt/Frosted effect
- Hot stamping
- Screen printing
- Degradé effect lacquering





BEAUTY TUBES

A wide range of Plastic, Laminated or Aluminum Tubes available in different sizes, heights and with different diameters. Our Tubes are the perfect packaging solution for Makeup, Skin Care, Hair Care and Body Care Products. Tubes are delivered with cap already mounted and ready for filling. Aluminum "Safety Seal" on the tip is available on request and free of charge.



BEAUTY TUBES

Plastic, Laminate or Aluminum Tubes.

Available Sizes: from 10 ml to 270 ml

Available Caps:

- Octagonal Cap Provence
- Flip Top Cap
- Stand Up Screw Cap
- Long Nozzle Screw Cap

Aluminum "Safety Seal" on the tip.

Available decorations:

- Offset Printing up to 8 colors
- Screen Printing up to 6 colors
- Hot Stamping
- Glossy/Matte Lacquering
- Tubes and caps in any color



Screw Cap



Flip Top Cap



Safety Seal





COLLEZIONE ALLUMÉE

A very trendy collection made of aluminum jars for cosmetics. An Eco-friendly solution for Makeup, Skin Care, Hair Care and Body Care Products. An excellent alternative to glass and plastic packaging. All jars have an internal and external clear lacquering for extra protection.



Available sizes:

10 ml
12 ml
15 ml
30 ml
50 ml
75 ml
100 ml

Available decorations:

- Labels
- 1 Color Printing
- Color Lacquering
- Embossing/Engraving





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