



MOE'S
GROUP

COSMETIC PACKAGING

Moe's Group

Empowering Your Business Success



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Table of Contents

About Moe's Group	2
Cosmetic Packaging	3
Primary Packaging	5
Different Types of Primary Packaging	6
Primary Materials	7
Common Materials in Primary Packaging	8
Secondary Packaging	9
Different Types of Secondary Packaging	10
Secondary Packaging	11
Common Materials in Primary Packaging	12
Private Labeling	13
Cosmetic Private Labeling Process	14
Jars	17
Tubes	21
Droppers	23
Bottles	25
Printing Methods	30
Different Types of Printing Methods	31
Formulation	35
Formulate Your Own Ingredients	36



About Moe's Group

Your Business Success Partner

At **Moe's Group**, we specialize in creating high-quality, customizable cosmetic packaging that elevates your brand. With years of experience in the beauty industry, our team is dedicated to providing innovative solutions that meet the unique needs of our clients. From sleek bottles to elegant jars, we offer a wide range of packaging options designed to enhance your product's appeal and ensure its integrity. Partner with us to experience exceptional service, unmatched quality, and a commitment to sustainability.

A white cosmetic jar with a lid is on the left, and a brown cardboard box is on the right. The background is a light gray gradient.

Cosmetic Packaging

Primary
Secondary

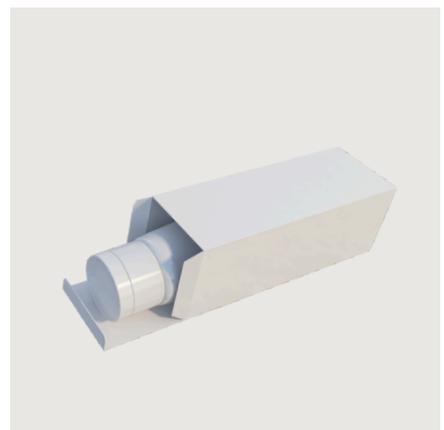
Primary Packaging

Primary packaging refers to the first layer of packaging that directly encloses and protects the product. It is crucial in preserving the product's integrity, ensuring safety, and providing essential information to the consumer. For example, in skincare, the primary packaging might be a jar or tube that holds the cream or lotion, designed to prevent contamination and maintain freshness.



Secondary Packaging

Secondary packaging is the outer layer of packaging that groups and protects primary packages during handling, transportation, and storage. It often includes the box or carton that contains multiple units of the product, providing additional protection and often playing a key role in branding and marketing. Secondary packaging not only safeguards the product but also serves as a vehicle for displaying brand identity and ensuring the product reaches consumers in optimal condition.





Primary Packaging

Different Types of Primary Packaging



Jars

Ideal for thick creams and body butter, jars can be made from glass for a luxurious feel or plastic for affordability and lightweight. Decorative finishes on jar lids add an extra touch of elegance.



Bottles

Perfect for liquids and lotions, bottles can be crafted from plastic for a lightweight option or glass for a high-end appearance. Popular closures include pump dispensers and flip-top caps, with bottle shape and design playing a key role in branding.



Tubes

Tubes are great for creams, gels, and other products that need to be squeezed out. Made from plastic or aluminum, tubes are portable, hygienic, and can be easily identified by their shape.



Droppers

Droppers provide precise dispensing for thin liquids like essential oils and serums. Often made from glass, they emphasize the product's contents and allow for controlled dosage, making them ideal for travel.

Primary Materials



Common Materials in Primary Packaging

Glass

Glass bottles are often used for high-end or luxury cosmetic products. They offer a premium look and feel, are resistant to chemical reactions, and preserve the product's integrity. Glass is also recyclable, making it an eco-friendly choice, though it is heavier and more fragile than plastic.

HDPE

HDPE is a durable and flexible plastic used for a variety of cosmetic bottles, including those for creams, lotions, and gels. It is resistant to impact and moisture, and is also recyclable.

PP

Polypropylene is another common plastic used for cosmetic bottles. It's lightweight, durable, and resistant to heat and chemicals. PP is often used for thicker creams, gels, and lotions, and is recyclable.

PET

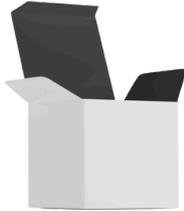
PET is a popular choice for bottles due to its lightweight, durability, and clarity. It's commonly used for products like lotions, shampoos, and other liquid cosmetics. PET bottles are also recyclable, making them a preferred option for environmentally-conscious brands.

MOISTURIZING

100 g

Secondary Packaging

Different Types of Secondary Packaging



Folding Cartons

Folding cartons are widely used for packaging hair care, personal care, and beauty items. Their lightweight nature reduces shipping costs, making them a cost-effective option. They enhance product presentation while providing reliable protection.



Rigid Boxes

Rigid boxes, though similar in material to folding cartons, are more expensive due to their premium quality. They are used for luxury cosmetics, offering a sturdy, elegant packaging solution. The durability and upscale appearance make them ideal for high-end products.



Trays

Trays are strong and durable, providing excellent protection for cosmetics during transport. They keep products secure, preventing deformation or accidental opening. This ensures cosmetics arrive intact and in perfect condition.



Shrink Wrap & Film

Shrink wrap and film securely package bottled cosmetics, offering durable protection during global shipping. They tightly wrap products, preventing movement and damage. Additionally, they are environmentally friendly, providing a sustainable packaging option.



Secondary Materials

Common Materials in Secondary Packaging

Paperboard

Lightweight and versatile, often used for creating boxes and cartons.

Cardboard

Sturdy and durable, typically used for folding cartons and rigid set-up boxes.

Plastic (PET, PVC, PP)

Used for clamshells, sleeves, and shrink wraps due to its transparency and flexibility.

Glass

Commonly used for high-end packaging, especially when paired with protective outer boxes.

Metal (Aluminum, Tin)

Durable and protective, used for tins and sometimes as accents on packaging.

Corrugated Fiberboard

Often used for shipping boxes due to its strength and cushioning properties.

Shrink Film

A type of plastic used for shrink-wrapping products or packages.

Textiles (Fabric Pouches)

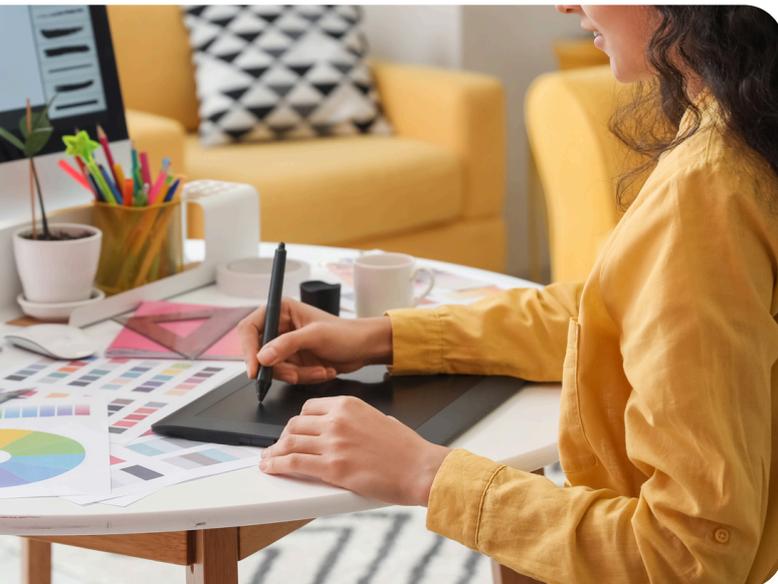
Sometimes used for luxury or eco-friendly packaging, offering a reusable option.

Private Labeling

Cosmetic Private Labeling Process

01 Material Selection

Choose the perfect materials for your cosmetic packaging, from glass to plastics, ensuring durability, aesthetic appeal, and alignment with your brand values. We offer a range of sustainable and eco-friendly options to meet your specific needs.



02 Packaging Design

Our team will work closely with you to create visually appealing and functional packaging designs that reflect your brand's identity. Whether you need something minimalist or luxurious, we ensure that your packaging stands out on the shelves.

03 Customization

Tailor your packaging with custom shapes, colors, and finishes. We provide a variety of customization options, including embossing, labeling, and special coatings, to make your product uniquely yours and enhance its market appeal.



04 Prototyping and Sampling

Before full-scale production, we offer prototyping and sampling services. This step allows you to see, feel, and test your packaging, ensuring it meets all your expectations and functional requirements.

05 Production

Once approved, we move to full-scale production, utilizing state-of-the-art manufacturing processes to ensure consistent quality and timely delivery. Our facilities are equipped to handle both small and large production runs with precision.





06 Quality Control

We rigorously inspect each packaging component to ensure it meets the highest standards of quality and durability. Our quality control process guarantees that your packaging not only looks great but also performs well throughout its lifecycle.

07 Assembly and Filling

Our team can manage the entire assembly and filling process, ensuring that your products are packaged efficiently and securely. This service includes handling everything from inserting products into the packaging to sealing and labeling.



08 Distribution & Fulfillment

We provide comprehensive distribution and fulfillment services to get your packaged products into the hands of your customers. Our logistics team ensures timely delivery, whether you need local or global distribution.

Jars



Plastic Jars

Lightweight and versatile, commonly used for a wide range of cosmetic products.



Acrylic Jars

Durable and elegant, often used for products where visibility of the contents is desired.



Airless Jars

Designed to protect the product from air exposure, ideal for products that need to stay fresh for longer periods.





Glass Jars

Often used for high-end or natural products due to their non-reactive nature and premium feel.

Frosted Glass Jars

These have a matte finish that gives a luxurious look and feel, commonly used for products that need a high-end appearance.



Amber Glass Jars

The amber color protects products from UV light, making them ideal for light-sensitive ingredients.

Metal Jars

Usually made from aluminum or tin, offering a sleek and recyclable option.



Tin Jars

Typically made from tinplate, these jars are lightweight, durable, and often used for balms and solid products.

Bamboo Jars

Bamboo jars offer eco-friendly, stylish packaging for cosmetics, combining renewable materials with durability and a luxurious finish.



Tubes



Tubes

Dispenser pump bottles provide easy, controlled dispensing, perfect for lotions, soaps, and other liquid products while minimizing waste and mess.



Droppers



Droppers

Droppers offer precise, controlled dosing, perfect for serums, oils, and liquid treatments in skincare and beauty cosmetics.





Bottles

Dispenser Pump Bottles

Dispenser pump bottles provide easy, controlled dispensing, perfect for lotions, soaps, and other liquid products while minimizing waste and mess.



Top Lid Bottles

Versatile option for a variety of cosmetic products, offering a simple and secure closure. Often used for products with thicker consistencies or those that don't require precise dispensing.



Spray Bottles

Ideal for products that need to be applied in a mist or spray. They are commonly used for perfumes, hairsprays, and certain skincare products.



Airless Pump Bottles

The airless pump ensures precise, contamination-free dispensing, ideal for preserving skincare and cosmetic products' freshness and integrity.





Printing Methods

Different Types of Printing Methods



01 Digital Printing

A printing method that uses digital images to directly print onto a substrate, eliminating the need for physical plates or screens.

Example: Glossier often uses silkscreen printing for their bold, simple bottle designs.



02 Inkjet Printing

Uses tiny jets to spray ink directly onto the bottle, perfect for variable data like barcodes or batch numbers.

Example: The Ordinary uses inkjet printing for batch numbers and expiration dates on their minimalist packaging.



03 Offset Printing

Uses a printing plate to transfer ink to the bottle surface, offering high-quality, detailed images.

Example: Estée Lauder utilizes offset printing for high-quality, detailed images on their packaging.



04 Pad Printing

Involves transferring ink from an etched plate onto the bottle using a soft pad.

Example: Chanel uses pad printing for intricate logos and details on their lipstick tubes.



05 Screen Printing

A method where ink is pressed through a stencil on a mesh screen to create a design on the bottle.

Example: Drunk Elephant uses screen printing on their packaging, often highlighting the brand's philosophy.



06 UV Printing

A digital printing technique that uses ultraviolet light to cure or dry the ink as it's applied, ideal for quick drying and sharp images.

Example: L'Oréal uses UV printing for vibrant and durable graphics on their product bottles..



07 Sticker Printing

A printing method used to create self-adhesive labels or stickers for various applications, including cosmetic packaging.

Example: CeraVe often uses stickers to highlight key product benefits or ingredients.

Popular materials:

- Paper
- Vinyl
- Foil

Common shapes & sizes:

- Rectangular
- Circular
- Oval
- Custom shapes

Printing methods:

- Flexography
- Digital printing
- Letterpress printing
- Offset printing



08 Embossing/Debossing

A printing technique that creates raised or indented designs on packaging material.

Example: Dior often uses embossing to create a textured, luxurious feel on their lipstick cases.



09 Hot Stamping

A technique where a heated die is used to apply metallic or colored foil to the bottle, giving a premium look.

Example: Yves Saint Laurent uses hot stamping for luxurious metallic logos on their makeup packaging.



10 Laser Engraving

A printing method that uses a laser beam to remove material from the surface of a product, creating a permanent mark.

Example: Caudalie uses laser engraving to add a touch of elegance and sophistication to their products, such as engraving their logo on a glass bottle.



11 In-Mold Labeling

Labels are placed inside the mold before the bottle is formed, fusing the label and bottle into one piece.

Example: Pantene uses in-mold labeling for seamless, durable labels on their shampoo bottles.



12 Shrink Wrapping

Involves printing on a shrink film that's wrapped around the bottle and shrunk to fit tightly.

Example: Baylis & Harding uses shrink wrapping for their luxury hand wash bottles.

Different Types of Printing Methods

Printing Method	Best For	Advantages	Disadvantages
Digital Printing	Short runs, personalization	No setup costs, quick turnaround	Higher cost per unit for small quantities
Inkjet Printing	Smooth surfaces, short runs	High-quality images, variable data	Limited color gamut for some materials, higher cost per unit for small quantities
Offset Printing	Rigid packaging	High-quality print, vibrant colors	Requires setup costs, less suitable for short runs
Pad Printing	Curved surfaces	Versatile, durable, precise	Limited color options, higher cost for small quantities
Screen Printing	Thick ink layers, textured effects	High-quality, durable prints	Less suitable for curved surfaces, higher setup costs
UV Printing	High-gloss finishes, scratch resistance	Fast turnaround, instant curing	Requires specialized equipment, higher cost
Sticker Printing	Labels, promotional materials	Versatile, customizable, cost-effective	Can be affected by environmental factors
Embossing/Debossing	Textured effects	Tactile and visually appealing	Limited color options, higher cost
Hot Foil Stamping	Metallic or textured effects	Luxurious look, durable	Limited color options, higher cost
Laser Engraving	Personalized marks on materials	High precision, clean edges	Limited design options, higher cost
In-Mold Labeling	Plastic packaging	Integrated labels, durable, cost-effective	Requires specialized equipment, limited design options
Shrink Wrapping	Packaging protection, sealing	Cost-effective, versatile	Limited customization options



Formulation

Formulate Your Own Ingredients

01 Initial Consultation

Discuss your brand's vision, target market, and product goals with our team to ensure alignment.

02 Concept & Ingredient Development

Collaborate with our chemists to create a custom formulation, selecting from high-quality ingredients or developing unique ones.

03 Sample Creation & Testing

Receive prototypes for testing, providing feedback to refine the formulation.

04 Final Approval

Once satisfied, give the green light to move forward with production.

05 Production & Quality Control

We manufacture your product with rigorous quality checks to ensure consistency and compliance.

06 Packaging & Launch Support

Select packaging, finalize branding, and receive support for scaling and launching your product.





Thank You



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