



ELIXIR

The new dispenser of Valois Beauty & Home
“For Precious Fragrances”

When bottles become stars and perfumes more precious.

Valois Beauty & Home will present a new dispenser for luxury perfumes to set the decor for the creations of brands, as a “preview” at Luxe Pack Monaco.

Precious fragrances and glamorous bottles reveal the true colours of the art of perfumery, and yet any little thing can upset this subtle and delicate balance.

Valois Beauty & Home decided to let the design of the most eye-catching creations be the star of the day: this led to the design of the new perfume dispenser, the Elixir micro-dispenser.

Elixir is the smallest dispenser in the world and is completely discrete.

The dispenser is designed with ideal prospects. The Elixir micro-dispenser is a particularly innovative line. **This tiny dispenser only measures 9.9 mm or 13 mm for 100 µl**, and thin necks can be produced with unheard-of ratios between the bottle and the cap. **Discrete**, Elixir vanishes into the decor completely thanks to its 8.2 mm dispenser; **this streak of innovation by Valois fully complements the lines of the bottle**. The transparent plunger tube also shines with beauty.

While this dispenser is easy on the eye, it is also easy to use. Spraying is spot-on thanks to the two pre-compressed springs in the spray mechanism and a new patented spraying insert. **In addition, the Elixir micro-dispenser protects the particular character of the fragrance by eliminating all contact with the metal or elastomer.**

Finally, users can count on the reliability of the Elixir micro-dispenser thanks to 100% seal testing for Valois dispensers.



Valois S.A.S., which was founded in 1947, is the world leading designer and manufacturer of spraying and distribution systems for the pharmaceutical, perfume and cosmetics markets.

Valois S.A.S is a subsidiary of the Chicago-based Aptar Group.
Aptar shares are listed on the NYSE under the acronym ATR.

www.valoisbeauty.com

Valois Press Relations - Beauty & Home Division
Nataly JOUBERT - Tél : +33 (0) 4 50 09 01 26 - E-mail : nataly.joubert@wanadoo.fr