

# Epara: Luxury skincare for women of colour

SUCCESS  
STORY

WINNER  
THE  
LUXURY  
PACKAGING  
AWARDS  
2017

“The packs have proven to be a show stopper on Harrods’ shelves. They draw customers to take a second look. I can honestly say that Quadpack’s involvement has been integral to our success.”

– Ozohu Adoh, Founder, Epara



Photography - Milo Reid

When Ozohu Adoh couldn't find a skincare product that effectively treated her dry, uneven skin, she created her own. Using organic ingredients from her native Africa, she developed a formula that addressed the skincare issues faced by women of colour. It was so good, it had to be shared with the world. Leaving her successful career in the oil industry, she set up a company, teamed up with a lab and selected her packaging suppliers, key among which was Quadpack. The result: Epara, a new luxury skincare brand for women of colour.

Epara means 'to cocoon oneself' in the Nigerian dialect of Ebira. And that is exactly what the Epara range does, protecting and caring for a skin type that has been largely neglected by the skincare industry.

The collection includes 10 references, ranging from face creams to eye serums.

Quadpack was a packaging solutions partner from the very start. Working closely with award-winning art director and designer Ben Johnston, Quadpack's team developed the packaging of four of the references, a bespoke zamak spatula and all of the secondary packaging for the range.

**“The brief to the design agency was to deliver a minimalist but visually compelling package that evokes nature but remains elegant. Studio Johnston and Quadpack worked intimately for months to deliver these innovative products. Their efforts have resulted in packaging that exceeds the brief. It's so much better than we expected,”** says Ozohu.

## High-performance packaging for natural elegance

A Quadpack 250ml polyester jar was developed for Epara's Comforting Body Cream. An all-over, everyday beauty essential such as this requires a hardworking pack. The jar is made of PETG to look like glass, without the risk of breaking. Its glossy surface is perfectly colour-matched a smoky green/black, in line with the rest of the range, meeting the challenge to ensure the same, exact colour across different materials. In fact, so effective was the colour-matching, the jar was used as the colour reference for the whole collection. This is complemented by white, screen-printed lettering and topped with glossy black caps, achieving a minimalist elegance according to Ben Johnston's vision.

Epara's Eye Serum, Balancing Face Oil and Hydrating Serum are high-end local treatments, requiring a precise delivery system. Quadpack's Auto-Loading Dropper brings a scientific approach to the accurate dosing, while making each drop treasured and appreciated. The mechanism works by twisting the cap to automatically charge the correct dose. Clicking the push button then dispenses the formula onto your fingertip or directly to the local area. Its construction prevents blockage, while keeping the teat out of sight for a cleaner design.

For the application of Epara's Moisturising Face Cream, Intense Hydrating Mask and Night Balm, Quadpack created a bespoke, zamak spatula. The ergonomic applicator makes using the products an almost sensual ritual, gliding the product onto the skin's most delicate areas. It also adds a cooling sensation, enhancing the formulas' performance. The Epara logo appears discretely debossed in the material, again, reflecting the range's understated design.



Photography - Milo Reid



Photography - Jermaine Francis.



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## Putting secondary packaging first

Once Ozohu found out that Quadpack had its own secondary packaging team, she put them in touch with Ben Johnston. His designs for the outer packaging demanded very high quality, with sharp edges and corners, for a prestigious look. Exact, premium samples were provided that fit in with the brand's budget and which were subsequently approved. Adhering to a tight schedule, the folding cartons and rigid boxes to contain all 10 references were developed from design to delivery within just three months.

The Epara range secondary packaging is the mirror image of the primary packaging. The premium white paper stock used is embossed with a fine Damask pattern and decorated with black foiling.

Epara's 15ml, 30ml & 50ml products each come in a rigid box with lid. The base is fitted with a high-density EVA insert which has a special recess for the spatula and a slot for the product's leaflet. Card is covered with Colorplan paper with Damask embossing.

Epara's 100ml, 150ml and 250ml products come in folding cartons made of Colourplan card embossed with the same pattern. The construction, the look and the decoration of the boxes is identical across the range, the only difference being the size and artwork adaptations.



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Photography - Jermaine Francis.

## Harrods show stopper

Epara was officially launched on 10 April 2017 in London. Exclusively sold at Harrods, Ozohu plans to take her range to a wider audience later down the line. Online sales and distribution partners in other territories will make her unique offering available worldwide. For now, she is more than happy with the products' performance in the market. As for the packaging, shoppers have reacted with enthusiasm. She says:

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### CASE STUDY PROFILE

**Brand:** Epara

**Products:** Comforting Body Cream, Eye Serum, Balancing Face Oil and Hydrating Serum

**Market segment:** Luxury

**Sold:** Harrods, London

**Primary packaging:** 250ml PETG jar, 15ml & 30ml Auto-Loading Dropper, bespoke Zamak spatula

**Secondary packaging:** Damask-covered rigid boxes and folding cartons



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