



Marc Anthony® True Professional finds its match in flexible packaging.

“Converting the pouches was simple, plus necessary testing had already been done. All in all, the Marc Anthony team was delighted with everything”

When Marc Anthony needed to introduce three new weekly conditioning treatments to its line of high caliber professional hair care, the choice was easy. The True Professional brand wanted equally professional-looking packaging for its new exotic oil-based products, which include Nourishing Argan Oil of Morocco Deep Hydrating Treatment, Hydrating Coconut Oil & Shea Butter Deep Nourishing Conditioning Treatment and Repairing Macadamia Oil Deep Rescue Treatment. The new oils join their current tube and rigid container offerings.

Marc Anthony found what it was looking for in film pouches, thanks to long time converting partner Perfex Label Inc. of Toronto and Avery Dennison.

Perfex Label Inc. is a one-stop label supplier providing one-pass flexographic printing and digital labels for both private label and national brands throughout North America. The company has built its business – and its reputation – on its ability to forge long-lasting business partnerships with both customers and suppliers. No surprise, then, that Perfex had a novel solution for the international brand.

Flexible film packages – also known as film pouches – are a growing packaging trend, particularly in cosmetics where single use portions and trial sizes are popular. Brand owners



like the high-end graphics of pouches which maximize shelf appeal, while consumers appreciate the ease of use, convenience and portability flexible packaging offers.

While film pouches seemed the right choice for the three new Marc Anthony conditioning treatments, Perfex knew the high oil content of the treatments might prove problematic. Additionally, Marc Anthony wanted a strong film pouch that wouldn't spill if dropped on the floor.

With these concerns, Perfex chose to work with Avery Dennison's Cosmetic Web FlexPak Portfolio. Available in good-better-best versions, the newly expanded flexible packaging line offers improved sealing, better burst strength and the option of high barrier products with the chemical resistance needed to package oils and fragrances.

Using the Cosmetic Web product suggested by Avery Dennison, Perfex worked with its co-packer to create and test the Marc Anthony pouches. According to Perfex's Sandy Richardson, Vice President of Sales, the process couldn't have gone more smoothly. "Converting the pouches was simple, plus necessary testing had already been done. All in all, the Marc Anthony team was delighted with everything: the high-end look of the pouches in keeping with the Marc Anthony True Professional brand, the ability of the pouches to handle the oils, and the unparalleled service Perfex was able to provide."

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use.

©2017 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. Personal and company names and other information on samples depicted are fictitious. Any resemblance to actual names and addresses is purely coincidental.

ADV# XXX, XXXXX, 11 / 2017, PDF

North Asia
5th Floor, Hongye Park
1801 Hongmei Road,
Xuhui District 200233,
Shanghai, China
+86 21 33951888

South Asia Pacific and
Sub-Saharan Africa
460 Alexandra Road,
PSA Building
#28-02/03,
Singapore 119963
+65 6430 7000

Europe
Willem Einthovestraat 11
2342 BH Oegstgeest
The Netherlands
+31 85 000 2000

Latin America
Rodovia Vinhedo-
Viracopos, KM 77
CEP 13280-000
Vinhedo - SP, Brazil
+55 19 3876-7600

North America
8080 Norton Pkwy
Mentor, OH 44060
800.944.8511



Label and
Packaging Materials