



**TPE APPLICATORS:  
JUST THE RIGHT TOUCH**



Consumers want cosmetic, personal care and household products that are convenient and easy to use. These consumer preferences have increased demand for packaging with the applicator included as part of the package function and design. Innovation is being driven by performance with growing demand for applicators designed to control dispensing and complement the product's formulation. A unique applicator can make consumers feel like they are buying something new while also increasing the perceived value of the product.

Applicators utilizing thermoplastic elastomers (TPEs) provide consumers with functional benefits. The versatility of TPEs allow for ergonomic shapes that make it easier to reach every contour of the face or corner in a shower. Consumers want to feel like they are buying something new and fun particularly in the cosmetic and personal care segments. Although there might not be anything innovative about a product's formulation if the way it is applied can be reconfigured to make using the product more enjoyable, it is a game changer.

TPE applicators allow products to be applied more precisely, reducing waste. This is particularly important in the prestige beauty category where there has been tremendous growth in skincare products like creams, serums, masks and scrubs priced at one hundred dollars and more. In some cases, applicators have the ability to go beyond aiding the user in dispensing and applying the product by helping the product to be more easily absorbed into the skin increasing its effectiveness.

Unit dose packaging that provides both controlled dispensing and maintains the effectiveness of the product from the first to the last application reduces waste and are popular with consumers for their portability.

In the cosmetic segment, there is the need for applicators that help consumers apply makeup more precisely, like a pro. Social media has educated consumers on how to apply makeup, and they are looking to recreate in their own homes the same looks as generated by makeup artists. Consumers understand that the right applicator is important in achieving different looks for different occasions. Replacement heads for single use or heads that can be cleaned between applications, such as a TPE mascara applicator depicted above, reduce the risk of cross contamination, further increasing value to consumers.

PolyOne GLS is skilled at providing support during the creative and process design phases of package development, as well as with materials selection. Call today and let GLS assist you in re-imagining innovative TPE applicators that exceed even your consumer's expectations.

**If you want learn more about how TPE's can transform the packaging experience, contact PolyOne GLS Thermoplastic Elastomers at +1 800-457-8777 or email us at [info@glstpes.com](mailto:info@glstpes.com)**