

PRESS RELEASE

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solo[®]Xchange



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Pennelli Faro introduces Solo[®]Xchange at Cosmopack 2022

The one material brush, one for all

Pennelli Faro introduces at Cosmopack Bologna 2022 its latest brand new applicator.

SoloXchange is the one material brush and much more: it is one for all. One and only material, 100% recycled and recyclable, SoloXchange offers interchangeable brush heads fitting on one handle. Suitable for the most innovative, sustainable and avant-garde brands.

SoloXchange is a brush concept dedicated to makeup application and to cosmetic rituals, such as Spa&Skin&Hair Care. It includes many applicators in one thanks to the exclusive interchangeable heads system.

SoloXchange is the brush with many key concepts inside:

- #why solo: it means 'only' because it is made only of one material, from head to toe
- #less plastic: lightened, less weight
- #recycled: it comes from recycled water bottles
- #Xchange: each brush head can be changed in one intuitive and quick gesture
- #one fit for all: multiple uses and functions, one handle for all your brush collection

- #recyclable: infinitely, without split-up

SoloXchange comes from recycled sources, from recycled water bottles from reliable certified partners. The Dermocura® fibre, even recycled, is dermatologically tested and hypoallergenic and grant a precise, smooth and professional makeup application.

No use of glue or inks during production processes.

Manufactured with 100% renewable energy, zero impact.

SoloXchange is infinitely recyclable. Lighter for less plastic waste, comfortable for the most precise usage.

The heads fit on the handle with a simple gesture, can be removed and changed easily.

Suitable for the majority of brush head shapes; ideal for multi-phases treatments. Customizable.

SoloXchange is innovative because it dramatically reduces the materials used in brush manufacturing: from 5 to 1.

SoloXchange is a perfect example of sustainability: each brush saves the environment 17 grams of virgin plastic.

The lightened handle, conceived to be ergonomic, has been designed with an easy-to-handle shape, professional, balanced and it doesn't roll on the makeup table.

SoloXchange encourages the best hygienic practice for professionals by using a single brush head for each application while keeping the same handle.

The brush head can be given to the consumer for an exclusive cosmetic experience, avoiding massive use of disposable tools.

SoloXchange improves the environmental footprint since is manufactured using 100% renewable energies and has been designed with 50% less plastic than the quantity used in a common applicator.

It is totally manufactured with sustainable material: one material, 100% recycled and recyclable from fibre to handle.

Recyclability is promoted in SoloXchange because it can be disposed of with a gesture, a perfect example of Circular Economy. No metal part, no glues, fully recyclable.

It is innovative in design since it combines ergonomics, aesthetic, performance with the lightness and the compactness all customers look for. The anti-rolling and practical handle and the easy-to-change brush head, all made with the same sustainable material, create an iconic beauty applicator.

SoloXchange encloses enhanced functionality: the one material brush with different heads fitting on a single handle. To get much more, but with less plastic consumption. It allows brands and consumers to create small kits with the favourite brush heads in a dynamic, portable and ever-changing brush collection able to build customers' loyalty with further brush head launches.

It has been conceived with a Smart Design and an intuitive click&lock gesture, time&space saving for an effortless use, for both professional players and end consumers.

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