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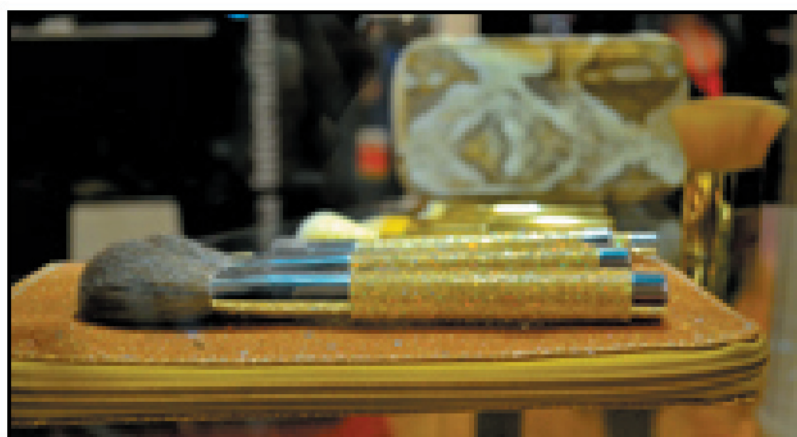
Luxe Pack New York Breaks Records

The 9th edition of the popular packaging show draws rave reviews as exhibitors and attendees exceed previous years' numbers.

Written by Jamie Matusow, Editor



Brushes created a whirl of activity at Anisa International's booth, with a broad array of choices including several new designs. Rachel Pickett, creative marketing director, demonstrated the Swirl line, in which a swirl goes all the way through the brush. "It's not just dyed on the top," she explained, "so there are no bleeding issues." An all-synthetic brush—available from small to large head shapes—the Swirl is recommended for powder foundations and mineral products. Gold and silver also played a role in brushes at Anisa International with synthetic fiber brushes infused with gold or silver filaments. Silver, explained Pickett, has antibacterial properties, and can be used to enhance skin care.



Anisa International's gold metallic brushes.