



SGD Pharma expands cosmetics glass packaging offering, appoints industry leader

Puteaux, FRANCE: Worldwide glass packaging supplier SGD Pharma has announced the expansion of its cosmetics offering globally, appointing industry leader Sheherazade Chamlou, with over 25 years' experience in the cosmetics packaging industry.

SGD Pharma – global leader in pharmaceutical-grade molded glass vials – already has a strong and credible cosmetic packaging reputation in China. Its Beauty and Care division is the APAC market leader supplying both global and local beauty brands. As global beauty brands continue to develop their own production capacities in Asia to serve the growing luxury products market across the world, SGD Pharma is responding to market drivers globally. Luxury beauty brands are investing more in high quality glass packaging as the trend for “glassification” continues to grow significantly. More brands are switching from plastic to glass packaging primarily due to the sustainability benefits of being able to reuse and recycle, as well as the superior compatibility with various formulations. Glass also offers the benefit of being a customizable and high-end packaging solution for the beauty industry, which SGD Pharma can offer to its global customer base, through its production plant in China and its network of sales offices across the world.

SGD Pharma is now offering its Constellations stock range of glass cosmetics packaging to customers globally, which includes solutions of different sizes for a variety of beauty products, including skincare, nutraceuticals and beauty creams, as well as custom designs and shapes to brands, making their products instantly recognizable.

To support the global beauty market, SGD Pharma has re-appointed Sheherazade Chamlou as Vice President of Sales Beauty Americas, located in New York, New York. Sheherazade started her career with SGD Pharma in Paris, as part of the perfumery division at Saint-Gobain Desjonquères and has since held roles leading sales teams at Verescence, and most recently at Aptar as Vice President of Beauty Sales, North America. She will be leveraging SGD Pharma's presence in the US, Europe and Asia to grow the global beauty division, and developing global propositions for leading luxury cosmetics and beauty brands, who can take advantage of SGD Pharma's design capabilities, its French know-how, and its international footprint.

SGD Pharma has extensive experience in developing industry-leading packaging solutions, both for its core pharmaceutical industry customer base, and for bespoke and stock glass packaging ranges for beauty industry use in Asia Pacific (APAC). With more than two decades servicing the APAC beauty market from its Zhanjiang, China-based factory, SGD Pharma has a proven track record with local and international customers in the beauty market. The factory has been led by general manager Frederic Barbier since 2017, having previously held various roles over 20 years in France with SGD Pharma. Additionally, with SGD Pharma's Paris-based headquarters located at the heart of the cosmetic industry, SGD can combine its high-end glass expertise, French design and more than 100 years of know-how in glass manufacturing for the cosmetic industry.

Sheherazade Chamlou, VP Sales Beauty Americas commented on the new strategic direction of the SGD Pharma beauty division, “The key trend in the beauty packaging industry right now is sustainability – brands and consumers want their luxe products to be recyclable, reusable and refillable, while not missing out on quality. SGD Pharma can offer brands the ability to stay on trend, while also feeling confident that their packaging is of the highest quality to match their product specifications.



It's great to be back at the company where it all started for me and I'm excited to grow the beauty offering at SGD Pharma across America and Europe, as well as Asia, to provide brands with the European quality and heritage that we pride ourselves on. Innovation is key for us, and we will continue to support customers with new cosmetics packaging solutions that suit their needs and to stay ahead of global trends. We have access to a wide range of glass molds developed over 20 years and can also custom-design bespoke packaging for brands to suit their go-to-market needs."

About SGD Pharma

SGD Pharma is a global producer of molded and tubular glass for pharmaceutical primary packaging. Building on over a century of expertise, we provide exceptional quality packaging solutions dedicated to parenteral, oral, and nasal products for every therapeutic application. Our worldwide clients are supported by more than 90 agents and distributors and benefit from ongoing innovation at our five best-in-class ISO 15378 certified, GMP compliant manufacturing plants, giving truly global supply chain infrastructure.

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