

# VISUAL MERCHANDISING FOR THE BEAUTY INDUSTRY



**GoldenWest** is an American owned and operated company that produces well designed yet cost effective packaging for the **boutique cosmetic** industry.



**Luxury products** can be a very competitive market, so standing out on a shelf and creating interest for your brand is critical to a product line's initial and on-going success. Whether it is creating an awesome **PR kit for the influencer crowd**, or simply getting noticed on the shelf with **retail displays**, our wide array of choices and **experienced design team** will create **buzzworthy packaging** your customers will love and remember.

PROVIDING **PACKAGING SOLUTIONS** THAT COMPLEMENT **YOUR BRAND**

# Explore All Popular Beauty Packaging Types



## RIGID SETUP BOX

Rigid set-up boxes are a packaging option for promotional kits and high value products.

## MAKEUP PALETTES

Customized paper palettes have endless options that generate excitement and brand awareness. Mirrors, ribbons, magnets, and special treatments like spot flocking and glitter create eye catching and lasting impressions.



## E-COMM SHIPPERS

Eco-friendly yet durable shippers featuring high-end graphics.



## PR KITS

Have a collection or collaboration you want to highlight? Let our award-winning creative team share ideas in multiple substrates and structures that tie everything together seamlessly.



## TUBES

Available in paper, tin, and paper and tin combo.

## COUNTER DISPLAYS

We design & manufacture temporary, semi-permanent, and permanent displays that drive your brand forward.



## FOLDING CARTONS

Foil board, SBS, FSC, and recycled board are all popular paperboard options for makeup packaging.



## SPECIALTY PACKAGING

When unique products deserve something special.