Aphena Health + Beauty

Headquarters:

125 Algonquin Parkway
Whippany, NJ 07981
Tel: 877-551-7070
www.aphenahb.com
Parent Company: **www.aphenapharma.com**

Vital Statistics:

Parent Company Founded: 1983
New Company Name Launch: 2010
Number of Employees: 200

Key Personnel:

Dominick Montano –Vice President / General Manager
DMontano@aphenahb.com
Debra Clarke – Account Manager
DClarke@aphenahb.com

Company Description:

Aphena Health & Beauty creates sampling innovations that spark consumer products, ranging from industry icons to boutique brands.

With markets ranging from color cosmetics to skin and hair care to oral and foot care, Aphena's unique approach to sampling consistently delivers results for our clients.

With more than 75 years of combined experience, our management team and packaging professionals offer a greater dimension of understanding to address your specific sampling needs.

Aphena Health & Beauty addresses your sampling needs through a unique blend of technology, creativity and know-how, plus a keen industry marketing insight derived from years of involvement in successful campaigns.

We have developed some truly groundbreaking dispensing and design concepts and have several more on the horizon.

We're especially proud of our Sampling Stix®, which we developed as a solution for low-cost/high-vision sampling programs that require multiuse samples of products ranging from lip gloss to mascara to derma treatment solutions.

Our professional team excels at designing custom packaging from the ground up. We welcome client input in the design process and pride ourselves on taking a concept from a simple sketch or conversation to a product that wows client and consumer alike.

Major Markets:

- Color Cosmetics
- Skin Care
- Hair Care
- Oral Care
- Foot Care
- Body Hygiene

Products:

- Lipstick
- Lip Gloss
- Fragrance
- Mascara
- Foundation
- Concealer

Packaging Tech:

- Blister Packs
- Bottles
- Jars
- Tubes
- Packettes
- Pouches
- Sampling Stix®
- Custom Design