

For Immediate Release



Media Contact:

Shanna Baccari

Shanna.baccari@drinkkarma.com

585.218.0022 ext. 104



Media Contact:

Anna Frolova-Levi

Anna.frolova-levi@aptar.com

828.490.5649

Karma and Aptar Collaborate on Push Cap Technology for the Personalized, Fortified Nutrition Market

Karma Push Cap Gains a Global Scope Alongside Aptar, a Global Leader in Dispensing Systems

Pittsford, N.Y., November 6th, 2018—Karma Culture, makers of the Karma Push Cap Technology and Aptar Food + Beverage, a global leader in dispensing, sealing and active packaging solutions, have formed a collaborative relationship to provide Push Cap Technology to the market segments focused on the growing trend of personalized, fortified nutrition. Aptar will leverage its global presence along with its diverse technology platform and application experience to optimize the potential of the Karma Push Cap Technology by providing opportunities for Karma's design to be used in the value-add convenient packaging area.



Made of recyclable and FDA compliant materials, the Karma Push Cap is a delivery system that facilitates portion control and the ability to separate ingredients that are otherwise not shelf-stable. The closure solution includes a delivery system that can infuse either powdered or liquid ingredients into almost any substance. The Karma Push Cap was first introduced in 2011 as the breakthrough component of Karma Wellness Water, a natural and nutrient-enhanced beverage promoting wellness by delivering fresh, undiluted vitamins at the time of consumption.

Jean-Marc Philbois, Aptar's Global Market Development President for Beverage, stated, "Karma fits well within

Aptar's mission of delivering value-added solutions that improve consumers' lives worldwide. This design has potential to be a breakthrough package platform and answer market needs for all-natural, preservative-free, and stay-fresh products. Today, Aptar supplies innovative dispensing solutions for the food, beverage, pharmaceutical, personal care, beauty and home care markets. We have the ability to bring this innovation to these markets and in turn, help our customers differentiate their brands."

Karma's founder CJ Rapp offers, "The Karma Push Cap initiative is global in scope, and large in scale, which is why we look forward to working with Aptar. They are a market leader with a global sales organization and distribution network. Aptar has a strong track record of introducing new technologies into the market with leading brands around the world."

The impact of the Karma Push Cap technology has the potential to reach beyond mainstream beverages and cross into diverse industries such as dietary supplement, pharmaceutical, medical, agricultural and chemical. The possibilities for the Karma Push Cap go far beyond conventional closure technology. This patented cap technology is sophisticated, simple, and streamlined.

For more information about Karma Push Cap, visit www.KarmaCapCo.com or email info.fb@aptar.com.

About Aptar Food + Beverage:

Aptar Food + Beverage is part of AptarGroup, Inc., a leading global supplier of a broad range of innovative dispensing, sealing and active packaging solutions for the beauty, personal care, home care, prescription drug, consumer health care, injectables, food and beverage markets. Aptar uses insights, design, engineering and science to create innovative packaging technologies that build brand value for its customers, and, in turn, make a meaningful difference in the lives, looks, health and homes of people around the world. Aptar is headquartered in Crystal Lake, Illinois and has over 13,000 dedicated employees in 18 different countries. For more information, visit www.aptar.com.

About Karma:

Karma Culture LLC, based in Rochester, N.Y., owns the patented Karma Push Cap Technology. Founded in 2011, the company's Karma® Wellness Water provides unprecedented levels of vitamins, probiotics and nutrients in a mix-to-drink beverage. The nutrients are stored and protected in the Karma Push Cap until the consumer infuses the contents just moments before consumption, assuring optimal potency. Karma was born from the universal truth that if you do something positive, you'll get something positive in return. It meets the needs of people with active lifestyles who are looking to make good choices that will positively impact their health. Karma Wellness Water is available at Amazon, Target, Kroger, Safeway, Publix, Sprouts, Wegmans, CVS, and Rite Aid. For more information about Karma Wellness Water, visit DrinkKarma.com. For more information about the Karma Push Cap technology, visit KarmaCapCo.com.