



PCD - Perfumes, Cosmetics & Design
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How Innovations in Packaging & Dispensing systems Enhance Perfumes & Cosmetics brands

WorldPressOnline First Call - The 7th edition of **PCD** (Perfumes, Cosmetics & Design) will be held on **Tuesday 8th and Wednesday 9th February 2011** at the Cité des Sciences et de l'Industrie, in Paris. Over 1,400 participants from some thirty countries representing Brand packaging experts and their main packaging suppliers are expected to attend (80 exhibitors).

This edition will open with an Innovation Workshop organized in conjunction with the leading cosmetics groups on **Tuesday 8th February, 2011. Alain Béthune and Charles Duclaux**, L'OREAL, will present the goals of the morning's work. The themes will encompass :

- Issues relating to preservative-free products
- New services and functionalities : packaging to enhance consumer well-being
- The samples of the future
- Innovation and sustainable development: materials, processes, finishing, artwork, etc.

In the afternoon, **Michel Dupuis and Pascale Marciniak-Davoult**, Chanel, will chair the session on perfume packaging. The main innovations in terms of sustainable development will be addressed by leading suppliers in the field.

On Wednesday, 9th February, 2011, **Hervé Bouix**, The Estée Lauder Inc., will chair the session on the state-of-the-art of make-up packaging.

This session will be followed by lunch with the participants, exhibitors and speakers.

Every year, **PCD** attendees underscore the easy access, extremely friendly organization, quality of the contacts and exchanges to boost innovation, in addition to the « networking ».

Michel Fontaine, President of the National Packaging Council (CNE) and the CFA (French Aerosols Committee) emphasizes that « PCD is a facilitator that will make innovation easier ».

After lunch and to close this second day, the **PCD Awards** ceremony will feature technical presentations from the packaging experts of Award-winning brands.

To propose a paper, please send the title and a ten-line summary together with the speaker's photo and short CV.

Your products placed on the European market in 2010 can be entered for the **PCD Awards**. You are requested to send them by **Friday, 5th November, 2010**, with a fact sheet explaining the innovations.

www.pcd-congress.com

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