



## Breaking News on Cosmetics Formulation & Packaging - Europe

# Next PCD show to focus on enhanced packaging and design

By Andrew McDougall, 09-Sep-2010

**The 7th edition of the Perfumes, Cosmetics and Design show will look at how innovative packaging and dispensing systems will enhance perfume and cosmetics brands.**

The event, which will take place at the Cite des Sciences et de l'industrie in Paris on 8-9th February 2011, expects to welcome over 1,400 participants from 30 different countries representing Brand packaging experts and 80 exhibitors; their main packaging suppliers.

CosmeticsDesign-Europe.com will be attending the event next February, and supplying in depth coverage of the key issues raised in the show.

### Innovation and sustainable development

This year's theme will be innovation and sustainable development, and features a full workshop programme, looking at materials, eco-design and environmental effects on the industry.

L'Oreal's research packaging director, Alain Bethune, will chair the opening topic presentation at PCD, and is keen to stress the importance of the show in developing new ideas and methods.

*"PCD is the platform for innovation! In a human scaled convivial space, it's one of the rare exhibitions where one can talk about technology; it's a place for discussion and sharing."*

### Extensive workshop programme

The workshops are designed to bring together packaging suppliers and brand owner to discuss the key thrusts for innovation in the industry.

The second day of the event will feature a lecture programme continuing the overall theme, including a perfume packaging session chaired by Michel Dupuis and Pascale Marciniak-Davoult of Chanel.

This will be followed by the PCD Awards designed to single out packaging innovations and formulation – packaging compatibility.

*"This PCD award is a form of recognition for the profession. The distinction lies in the technical challenge. It is necessary to fully master injection parameters to drive luxury values. It is always interesting to see the whole of the profession gathered in a friendly place, on a human scale, to understand changes on the market,"* said Christophe Coquard, Guerlain.

Full details of the PCD program can be found at [www.pcd-congress.com](http://www.pcd-congress.com)

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