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### Press Release

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

**PCD2011, the 7th edition is being prepared !**

WorldPressOnline First Call - 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 80 exhibitors, their main packaging suppliers, are expected to attend.

The leading packaging suppliers for perfumes and cosmetics will be represented, in particular, by : Aptar Group (Graphocolor, MBF Plastiques), Bormioli Rocco & Figlio, CD Cartondruck, Dupont Cosmetics, Edelmann, Ileos Group (Alliora, Axilone, Biopack, Flexpaq, Socoplan), M-Real, MWV, Neopac, Oekametall, Promens, Rexam, Seidel, SGD, Stora Enso, etc.

Every year, these exhibitors emphasize how these two days, chaired by the best perfumes and cosmetics packaging experts, enable them to :

- Meet their clients and prospects without wasting time in a single, friendly area on a human scale;
- Highlight their innovations during the lectures on different themes each year ;
- Optimize return on investment thanks to the « all-inclusive » package that comprises even parking, meals and access to the lectures.

**The faithful presence of the brands !**

Every year, we are pleased to welcome : BPI (Beauté Prestige International), Bourjois, Bulgari, Cerruti, Clarins, CFEB Sisley, Chanel, Coty (Adidas, Cerruti, Davidoff, Lancaster, Marc Jacobs, Pierre Cardin), Hermès, Inter Parfums (Paul Smith, Burberry), Kanebo Cosmetics Inc, Johnson & Johnson, La Prairie, L'Oréal (Armani, Biotherm, Diesel, Cacharel, Garnier, Helena Rubinstein, Kérastase, Lancôme, Shu Uemura, The Body Shop, Viktor & Rolf, Vichy, Yves Saint-Laurent), LVMH (Dior, Givenchy, Guerlain, Kenzo parfums, Make-Up For Ever, Sephora), Natura, Pierre Fabre, Procter & Gamble (Parfums Lacoste, Hugo Boss, Dolce & Gabbana, Gucci, Rochas), PPR (Gucci), PUIG (Nina Ricci, Paco Rabanne, Prada, Payot), Revlon-EBP, Selective Beauty, Shiseido, Richemont (Cartier, Van Cleef & Arpels, Piaget, Montblanc), The Estée Lauder companies (Aveda, Clinique, Bobbi Brown, Darphin, Origins, Tom Ford, Tommy Hilfiger), Yves Rocher, , Unilever, etc. Read what they have to say about PCD : <http://www.pcd-congress.com/en/testimonials.php>

**An Innovation Workshop featuring all the leading experts !**

This 7th edition of PCD will open on Tuesday 8th February 2011 with an Innovation Workshop organized in conjunction with the leading cosmetics groups and packaging professionals. Alain Béthune and Charles Duclaux, L'OREAL, will present the goals of the morning's work.

These workshops are designed to bring together packaging suppliers and brand owners to discuss key thrusts for innovation. Together with their Team leaders, in groups of 8 to 10, they will reflect on the following themes :

- **Issues relating to preservative-free products, moderated by :**  
Isabelle Orhan, Business Development Director Personal Care & Health Care Packaging, Promens  
Osnat Lustig, VP Packaging Development, Coty Europe Beauty
- **New services and functionalities : packaging to enhance consumer well-being, moderated by :**  
Jay Gouliard, Vice-President Global Packaging, UNILEVER  
Pascale Marciniak-Davoult, Packaging Research and Innovation Director, CHANEL
- **The samples of the future, moderated by :**  
Ludovic Anceau, CEO, Socoplan  
Hervé Bouix, Senior Vice President Packaging New Ventures & Special Projects, The Estée Lauder companies Inc
- **Innovation and sustainable development : materials, processes, finishing, artwork, etc., moderated by :**  
Charles Duclaux, Packaging and Environment Manager, DGO, L'OREAL, France  
Eric Soubeiran, Marketing & Innovation Director, Rexam Personal Care

Each group will then describe its avenues for innovation to the participants. Every year, PCD is a concentrate of innovations for brands and their packaging suppliers.

**A programme of lectures with an ever greater wealth of innovations !**

In the afternoon, Michel Dupuis and Pascale Marciniak-Davoult, Chanel, will chair the session on perfume packaging. Papers will address innovation and sustainable development.

On Wednesday, 9th February, 2011, Hervé Bouix, The Estée Lauder Inc., will chair the session on the state-of-the-art of personal care and 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 ».

**The PCD Awards ceremony, peer recognition !**

After lunch and to close this second day, the PCD Awards ceremony will feature technical presentations from the packaging experts of Award-winning brands. Each year, this ceremony enshrines the rôle of packaging experts in the successful launch of new products and clever solutions.

This PCD Awards ceremony is a key event attended by leading experts in the field. The Award-winning brands receive excellent press coverage throughout the world. To see which brands have received a PCD Award : <http://www.pcd-congress.com/en/pcd-awards-winners.php>

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