

NEWS

Packaging

PCD Award Winners 2011

PCD | Over 1,400 participants from some forty countries attended the 7th edition of PCD – Perfumes, Cosmetics & Design – with its 80 exhibitors and extensive conference programme, from February 8–9 in Paris. The Innovation Workshop on topics such as preservative-free products, packaging to enhance consumer well-being, the samples of the future and innovation and sustainable development in the fields of materials, process, finishing, artwork, etc. involved active participation. The PCD Awards ceremony rewarded the technical feats of packaging experts from award-winning brands. A total of 14 products won awards. The shower gel by **Bleu de Chanel** won an award in the personal cleansing category.

In make-up and foundation the award went to **Guerlains Terracotta 4 Seasons Powder Tan**, in lipsticks **Helena Rubinstein's Wanted Rouge** was selected. In eye make-up **Helena Rubinstein's Mascara Lash Queen Sexy Blacks** was a winner, in men's fragrances **Voyage D'Hermès** took the honours, and in women's fragrances it was **Fleur de Cristal** by **Lalique**. The award in the collectables category went to **Parfum Collector** by **Lalique**. The special innovations prize went to the **Clinique High Impact Mascara** product tester.



This year's proud prize-winners

In addition there were also a number of special mentions by the judges. In the body care field **Repairwear Laser Focus Wrinkle Corrector** by **Clinique** was given special mention, as was **L'Eau d'Issey pour Homme** by **Issey Miyake** and the Eau de Parfum **Untitled** by **Martin Margiela** in the men's fragrance category. Refillable women's fragrances **Flower** by **Kenzo** and **Or Impérial Poudre Sublimatrice Face and Body** deserved special mention, as well as **Soin Éclat Midnight Star Collector** from **Guerlain's Les Ors** collection in the collectables category.