

Perfume and cosmetics packaging innovations

During the recent PCD congress in Paris, perfume and cosmetics packaging innovations were singled out for the PCD 2010 Awards.

HELD in February, in Paris, the seventh edition of PCD focused on 'How Innovations in Packaging and Dispensing Systems Enhance Perfumes and Cosmetics Brands'.

During this two-day event 1 400 packaging professionals and marketing managers from the world's leading perfumes and cosmetics houses had an opportunity to meet 80 exhibitors, representing suppliers of packaging, technologies and services.

The focus for the 2010 PCD Awards was on major technological innovations with new forms of handling being highlighted.

In the Care Category top honours went to Chanel's **Bleu Shower Gel** for its elegance, consistency with the Bleu perfume, as well as its flip-top and easy handling. A special distinction was awarded to Clinique for its **Repair Wear Laser Focus Wrinkle Corrector**.

Three awards were presented in the Make-Up Category. These went to Guerlain's **Terracotta 4 Seasons Powder**, for its refined shape and transparent dome; Helena Rubinstein for its **Wanted Rouge Lipstick** with new press-top release handling; and to Helena Rubinstein's **Lash Queen Sexy Black Mascara** with its decorated tube that provides sexy product communication. Special distinction in this category went to Clinique's **High Impact Mascara (sample)**.

In the Men's and Unisex Perfume Category, Hermès **Voyage Perfume**, inspired by a pocket magnifying glass, was awarded top spot and special distinctions went to Martin Margiela's **Untitled Perfume** and Issey Miyake's **L'eau d'Issey Pour Homme Perfume**.

Lalique's **Fleur de Cristal Perfume** won first prize in the Women's Perfume Category for suspending little bells in the upper segment of the bottle. Receiving a special distinction in this category was Kenso's **Flower by Kenso Perfume**, with refill, which was awarded special distinction.

And finally, winning first place in the Collector Category, Nina Ricci's **L'air du Temps Perfume** impressed the jury for its hand-blown bottle. The design of which is a real technical feat and the judges were overwhelmed by the number of achievements fulfilled to create this collector's bottle.

Guerlain's **Les Or Collection – Soin prodige Eclat Midnight Star Collector and Or Impérial Poudre sublimatrice face and body** – was awarded a special distinction in the Collector Category.

These awards are adjudicated by an independent jury made up of beauty journalists, packaging experts and representatives of supervisory bodies in the area of perfumes and cosmetics.



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1. Chanel Gel Douche Bleu Shower Gel.
2. Guerlain Terracotta 4 Seasons Powder.
3. Helena Rubinstein Wanted Rouge Lipstick.
4. Helena Rubinstein Lash Queen Sexy Black Mascara.
5. Hermes Voyage Perfume.
6. Lalique Fleur de Cristal.
7. Nina Ricci L'air du Temps Perfume.