



Breaking News on Cosmetics Formulation & Packaging in Europe

Electronics in cosmetics to be focus of 2012 PCD forum

By Pooja Kondhia, 11-Oct-2011

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The Perfume, Cosmetics and Design forum returns to Paris next year focusing on the booming category of electronics in cosmetics.

Instrumental cosmetics such as epilating devices and electrical or luminous packaging including vibrating or turning mascaras will be highlighted in the PCD forum, together with the use of mobile technology.

PCD 2012 will also consist of an innovation workshop looking at the potential of electronics in cosmetics, providing a technological showcase to use, touch and experiment with new or emerging technologies and an electronic make-up bar for professionals to discuss the potential of this market.

The forum will be held at the Espace Champerret in Paris over two days, Wednesday 8th and Thursday 9th February 2012, and this years will run concurrently with the Aerosol and Dispensing Forum.

Electronics boom

At-home electronic devices have seen dramatic sales growth in the last couple of years, as more consumers look for alternative options to the beauty salon, partly as a result of the economic downturn.

In particular, skin care devices such as Clarisonic skin cleanser have seen immense growth, according to market analyst Kline.

Epilating devices and other instrumental cosmetics also come into this category as consumers choose to economise by carrying out such treatments at home.

Convenience and time factor in to this, as these devices save consumers the time going to the salon and back as well providing them with the freedom to do so in their own time.

Apps-off

Likewise, the smartphones market is also booming and the cosmetics industry has happily jumped on this bandwagon as a way of conveniently and rapidly reaching vast numbers of consumers with tips and information.

P&G, Clinique and La Roche-Posay are a few of the most recent cosmetic companies to launch an app aimed at informing and guiding consumers on relevant topics.

La Roche-Posay's app was launched to warn consumers of the dangers of excessive UV exposure, whereas P&G's app took the form of a virtual make-over tool.

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