

DISCOVER NOW THE PCD 2012 PROGRAMME!

WorldPressOnline FirstCall - Packaging and dispensing systems are major components in the success of a perfume or beauty product like make-up. For the consumer, it is the packaging that conveys the brand image. It must catch his or her attention, protect and preserve the product, provide for its delivery and/or application, respect the environment.

In the era of smartphones and tablet computers, packaging plays an ever more important part as a medium to create new services like interactivity with the Internet, point-of-sales advertising or real time 3D.

In the programme, the 8<sup>th</sup> & 9<sup>th</sup> February 2012:

Wednesday 8th February, morning, Innovation Workshop, two major themes:

- How effectively to draft a patent to meet your aims?

Christian DERAMBURE, DERAMBURE Conseil, European Patent, Trademark & Design Attorney and Michel FONTAINE, President of the CNE (National Packaging Council), will moderate the exchanges on: a patent for oneself ; a patent against others; is the patent technical, legal, strategic, financial ?

To wind up this session, Benoît LEJEUNE, Patent Engineer, European Agent, Chanel, France, will share his vision of « Intellectual Property and Innovation Strategy ».

- e@PCD: electronics – cosmetics convergence

This is a fascinating topic. How can the results of formulations be measured? How can electronics be used to catch the attention of consumers and offer them new services?

Nicolas DURU, Electronic Lab. Manager, L'Oréal, and Dr Christine LAFFORGUE, Dermopharmacology & Cosmetology Unit, Pharmaceutical Faculty, Université Paris Sud 11, President of the French Society for Cutaneous Pharmacology, will moderate work on : Light, Laser, Ultrasound ; Movement, Energy ; Communication, Interactivity ; Safety, Evaluation, Regulatory Framework; Environment.

Prof. Philippe HUMBERT, Besançon teaching hospital, will take stock of the techniques used to measure the results of formulae and the action of cosmetic devices.

After lunch, Wednesday 8<sup>th</sup> February, afternoon, the programme features:

Michel DUPUIS, Managing Director, Packaging Purchases and Development, and Pascale MARCINIAK-DAVOULT, Packaging Research and Innovation Director, CHANEL, will chair the session on innovations in perfume packaging and dispensing. This session will enable us to discover a new « pump », to take stock of issues linked to the environment and decoration techniques with the leading glass manufacturers and their partners. New decoration and presentation techniques will be addressed.

With the conferences of Rexam, Heinz Glas France, SGD, Verreries Brosse, Bormioli Rocco, Pochet du Courval, Bormioli Luigi S.p.A, Printing International Group, Graphocolor, API Laminates, Seram Europe, Massilly and Stora Enso.

Thursday 9th February, morning:

Packaging for beauty products and make-up : recent advances.

Hervé BOUIX, Senior Vice President Packaging New Ventures & Special Projects, THE ESTÉE LAUDER COMPANIES INC., USA, will chair this session that will first address « Open Innovation » ; Design as a means of offering consumers a richer purchasing experience ; electronics – cosmetics convergence : added value or gadget ? Applicators, the key link « par excellence » ; new materials ; 2in1 beauty care devices ; Design luxury, functionalities and respect for the environment.

With the conferences of MWV, DieterBakicGroup, Geka, DuPont Cosmetic Solutions, Neopac, Bioplan Beauty, Nymphaeas International Biomaterial Corporation, Coradin, Techneis, Weener Plastic Packaging Group and Strate College.

Thursday afternoon:

PCD Awards Ceremony chaired by Alain BETHUNE and Pierre DUCASTIN, L'Oréal.

To open the ceremony, Daria MYERS, Senior Vice President Global Innovation and Sustainability, The Estee Lauder Companies Inc., USA, will share her vision of "Green Prestige Packaging" and Michel FONTAINE, President of the CNE (French Packaging Council) with « Green XXLUXE Packaging: prospects ».

The PCD Awards are designed to single out the «Packaging innovations» and «Formulation - Packaging compatibility». The prizes are awarded by an independent Jury comprising Journalists and Packaging experts.

We are waiting for you, the 2012 harvest is promising!

[www.pcd-congress.com](http://www.pcd-congress.com)

Pour vos questions, n'hésitez pas à contacter Elsa Duperrier & Jonathan Ouziel :

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