

**Interview with Charles DUCLAUX (CD),
Packaging and Environment Manager, DGO, L'OREAL
President of the session « Cosmetics Packaging: Innovation Workshop »**

1- An Innovation Workshop dedicated to cosmetics will be organised for the very first time at PCD. What is the attraction of such a workshop for the various participants ?

CD : In the field of perfumes and cosmetics, innovation lies at the heart of our activity, be it through new packaging, new technologies, means of communicating with the consumer like point-of-sales advertising or the media. Sitting buyers, packagers and also marketing people at the same table will ease discussions among these various businesses. It is also an excellent means of bringing together certain links like marketing and suppliers, who do not necessarily meet on a daily basis, directly to discuss ideas and needs, to provide answers more quickly and more readily and to foster creativity. In my view, this workshop is fully justified, and I firmly believe it will prove interesting for all the participants at PCD2011 who are keen to develop innovation in their areas.

2- Innovation is a long process born of the meeting between technology and ideas. In this respect, how can this Innovation Workshop proposed by PCD contribute to innovation in cosmetics ?

CD : This workshop, as conceived by PCD, is interesting as it brings together people with different profiles, who will discuss and compare ideas on a given topic (innovation, sustainable development, etc.). This is the best way of triggering ideas. Emulation and comparison may give rise to new concepts which will be shared with all the attendees in the reports to the assembly. We hope these ideas will help to spawn new products with ever more innovative packagings in the months to come.

3- You also attended an IWS at Aerosol Forum 2010. Can you say a few words about this experience ?

CD : Personally, I greatly appreciated this workshop at Aerosol Forum, where we were testing the format for the first time. There were highly motivated, engaged people around the table who acted as driving forces. Many ideas emerged. As the participants spoke openly, the thoughts expressed went beyond what was technically feasible, but that was precisely what proved interesting. After this brainstorming, each team worked on structuring all the ideas before sharing them with the assembly. I think the reports, together with the very concept of this workshop, were much appreciated. Novelty is important at a congress-exhibition, to provide a different approach.

4- This idea of sharing is essential, despite competition. What do you think ?

CD : If there is no sharing, no comparing of ideas, no positive emulation, it is difficult to nurture concepts and innovations. Even if you have a brilliant idea, at a given point in time, you need others to implement it, to hone it or to develop it. One cannot ignore the competitive environment, but exchange is indispensable to advance as a profession and to move forward in particular on more global topics like sustainable development.

5- Indeed, your paper will address the theme « Innovation and sustainable development from design to end of life-cycle ». In this approach, at what stages does innovation prove crucial ?

CD : Innovation and sustainable development are complementary. In both cases, one must be creative and bold to reconcile the three pillars of sustainable development, that is, the

environment, the social and the economic aspects. It is still rare today for these three areas to progress at the same pace, but that is exactly why it is necessary to be sufficiently innovative to develop a product, a concept, that is more beneficial for the environment, a plus for the consumer, while also generating business. We are currently beginning to see products that offer a good compromise between the three. These products must be part of an innovative, structured approach – an approach that has to involve all the players who gravitate around the product. As of the idea, as of the conceiving of the product, it is necessary to « factor in » a life-cycle approach, from beginning to end, ranging from the extraction of raw materials to the entire packaging system for the product (primary, secondary and tertiary packaging), avoiding transfers of pollution.

6- What is the educational importance of exchanges on this topic for marketing people, packagers, etc. ?

CD : Innovation is a fairly objective notion in the sense that it will be perceived differently by marketing people, packagers, suppliers or consumers. Furthermore, marketing people and packagers do not always speak the same language. It is therefore important to bring people with different profiles together in the same room to discuss topics like innovation and sustainable development to shape a common perception in order to develop products that will also be perceived as innovations by consumers.

*Charles, thank you for this interview, and we look forward to seeing you at PCD2011.
Interview conducted by Sylviane Robinet.*