



Liquid make-up in a brush tube



Men's fragrance package is reminiscent of a Zippo cigarette lighter

company has done to develop a new generation of more environmentally friendly alternatives to PE, PET and PP.

"Environmental considerations are in no way a bar to innovation, but are an advantage to companies in so far as they stimulate competition and identify new directions for packaging innovation", said Alain Béthune, HBC Packaging Research Director of L'Oréal France, commenting on the current trend.

There were also presentations covering the latest developments in well-established technologies. "We are looking carefully at decoration techniques that have long been used in the motor industry. We have been able to transfer these processes to the

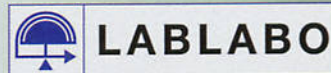
plastics generally used in cosmetics and perfumery packaging", explained Gérald Martines, MD of RPC Beauté in France. "If we combine decoration techniques such as metal plating, co-injection and spray coating, we can achieve some very interesting effects, as can be seen on the Color Fever lipstick by Lancôme. This lipstick was selected for a special prize by the PCD Awards judges".

Nicolas Thorne, Director for Innovation and Development at Alcan, put forward a solution that allows a plastic mascara brush to be developed in lightning time. "This new process allows us to present the client with a working prototype for make-up trials within two weeks rather than two months after seeing the first drawings. After all, the main challenge is to find the right mascara brush for the right formulation".

A highlight of the event was the presentation of the PCD Awards 2008. Innovative products in seven categories were selected for awards. All of the products had to have been launched on the market in the period between December 1st 2005 and November 30th 2007. In the competition not only the design, but also the degree of technological innovation was evaluated. "Because the products submitted for awards were all of such a high technological standard with regard to the processes used the judges decided, in addition to the seven product categories, to make awards to three other products in recognition of their technical excellence," explained Charles Pileur, a member of the judging panel and Packaging Director of YSL Beauté.

Subsequent PCD events will from now on not be every two years but every year. The next event will be on February 3rd and 4th 2009 and will cover, among other things, the subject of electronic equipment in cosmetics.

AM



L'airless  
créatif



Airless Pouch System

One stop  
sourcing

Full service  
supply

www.lablabo.com