

Evelyne Dreyfus reports from Paris

PCD to be annual event

While some exhibitions have struggled in recent years to pull in visitors and exhibitors, Perfume Cosmetics & Design (PCD) counts itself as one of the successes. So successful, in fact, that it will become an annual event from 2009.

This year's PCD, its fourth bi-annual exhibition, attracted more than 1200 visitors. Held in Paris on 22-23 January, the showcase for cosmetics, fragrance and packaging innovation also drew its highest number of exhibitors, up 25% on the previous show to 60.

In common with previous exhibitions, visitors to PCD 2008 discovered the latest packaging developments along with a technological showcase and a series of lectures on the

theme of innovation.

Many discussions and presentations highlighted the need for players in the sector to foster technology transfers. "The transfer of technology is not always an easy thing to implement because of the last- ing compartmentalisation between different sectors of the industry. Yet it is absolutely necessary if we are to boost innovation in perfumes and cosmetics," stressed Sandvik's Lorenzo Quaranta.



Nanotechnology makes big impact

Three subjects under discussion were deemed to be particularly interesting for the future.

First up were nanocoatings. With nanocoatings, desired properties of packaging can be achieved without modifying the bulk material. Thin films of nanomaterials are used to make the packaging dirt and water repellent, scratch resistant or antimicrobial. Coatings may also improve durability, barrier properties and chemical resistance of the bulk material.

The second development

was the incorporation of electronics in cosmetics packaging.

The third interesting topic was the emergence of electro-beauty, tiny state-of-the-art electric or electronic devices that make full use of cutting edge technology. These products are gradually making inroads into the industry and offer genuine added value for the cosmetics industry. They often work hand in hand with cosmetics in a synergistic or complementary fashion. However, marketing calls for rigorous labelling, which covers

not only compliance with safety, public health and consumer protection regulations, but also the special obligations laid down by certain directives. This includes the requirement to have the product checked by an official body.



Sustainability and flexibility

Sustainability in the packaging pipeline was a hot topics, whether it addressed materials, graphic design or machinery.

Bormioli Rocco & Figlio's Plastic Division, for example, described the trials it has conducted to develop a new generation of more ecological PE, PET and PP.

"Far from acting as a brake on innovation, environmental issues are an asset for companies in the sense that they stimulate competitiveness and point to new avenues for packaging development," explained Alain Béthune, HBC packaging research director, L'Oréal.

The programme also highlighted the latest developments in mature technologies such as electro-plating. "We became interested in this decoration for plastics, which has long been used in the car

industry to develop original colours and finishes more in keeping with the universe of cosmetics and fragrances, in an environmentally-friendly approach," commented Gérald Martines, general manager, RPC Beauté (France). Combining electro-plating, dual injection and overmoulding, these innovations allowed special effects such as Lancôme's Color Fever lipstick packaging.

Alcan's new plastic mascara brush was cited as another noteworthy example of innovation. "Thanks to this process, our clients get a functional mock-up that enables them to conduct the first make-up tests just two weeks after the first drawing is received instead of the usual two months," pointed out Nicholas Thorne, director, innovation and development for Alcan.

The line of beauty

The PCD Awards recognise products placed on the European market between 1 December 2005 and 30 November 2007. They must stand out not only because of their aesthetic qualities but also due to their genuine technological breakthrough.

The final line-up included Perfect Touch make-up by YSL Beauté, Lash XL mascara from Estée Lauder and Chanel's Rouge Allure lipstick.



Fragrance winners included Fendi's Palazzo, skin care was scooped by Armani Code and hair care was won by L'Oréal's Tec Play Ball. Special mentions went to Lancôme's lipstick Color Fever, YSL's Elle fragrance and Diesel's Fuel for Life.

Looking ahead to the future

The fifth PCD will take place on 3-4 February 2009 in Paris. The central theme will be the environment but the event will also focus on the promis-

ing prospects afforded by the development of electronic devices in cosmetics.

For more details, go to www.pcd-congress.com.