



**The prize-winning perfumes and cosmetics packaging innovations at PCD Awards 2008**

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Paris, 23rd January 2008

This fourth edition of PCD, which focused on packaging innovation and dispensing systems, was held on the 22nd and 23rd January 2008 at the Cité des Sciences et de l'Industrie in Paris.

During these two days, Innovation, Packaging Research & Development, Packaging Purchases and Marketing managers from the leading perfumes and cosmetics brands in the world were able to talk with the 60 exhibitors, representing their main suppliers of packaging, technologies and services, in a friendly area on a human scale.

They had an opportunity to attend 40 lectures:

- On key issues: the process of innovation, development strategy, relations with suppliers, cosmetics and their impact on the environment, prospects for the future and new technologies.
- Presenting packaging innovations for make-up, perfumes, beauty, hygiene and body care: packaging, compatibility, dispensing, sampling, artwork, promotion, nano-technologies, fight against counterfeit, etc.

To underscore the value of technological innovation, more often than not unnoticed by the consumer, the main perfumes and cosmetics packaging innovations received a PCD Award on Wednesday, 23rd January, in Paris:

The PCD Make-up Prize, « Face » Category, was awarded to « Perfect Touch » foundation cream, Yves Saint Laurent, represented by Eric Caulier, Head of the Packaging Development Group.

The PCD Make-up Prize, « Eyes » Category, was awarded to « Lash XL » mascara, The Estée Lauder Companies, represented by Francis Corbellini, Packaging Designer Engineer, Christophe Jacob, Packaging Designer Engineer, and Jonathan Thayer, Packaging Designer Engineer.

The PCD Make-up Prize, « Lips » Category, was awarded to « Rouge Allure » lipstick, Chanel, represented by Francesca Bampo, Make-up Marketing Department, Nicolas Castex, Make-up Packaging Engineer and Olivier Perrin, Mock-up Creation Manager.

The Lancôme « Color Fever » lipstick, represented by Yann Morhain, Make-Up Packaging Manager, L'Oréal Produit de luxe International, received a special distinction in the Make-up « Lips » Category.

The PCD Care Prize, « Hair Care » category, was awarded to « Tec Play Ball » finishing cream, L'Oréal Professionnel, represented by Anne Debauge, Packaging Innovation, and Christian Revenu, Professional Product Packaging Manager.

The PCD Prize, « Body Care » Category, was awarded to « ARMANI code » body lotion, represented by Thierry Ramboz, Care/Hygiene Packaging Manager, L'Oréal Produit de Luxe International.

The PCD Prize, « Women's Perfume » Category, was awarded to « Palazzo » FENDI represented by Alexandra Wolf, Marketing Development Manager LVMH and Laetitia Giraudeau, Packaging Development LVMH



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## Press Release

The packaging of « Elle » Yves Saint Laurent, represented by Eric Caulier, Packaging Development Group manager, received a special « Women's Perfume » distinction.

The PCD « Men's Perfume » Prize was awarded to « Attitude » Giorgio Armani, represented by François Martin, Perfume Packaging Manager, L'Oréal Produit de Luxe international

The packaging of the perfume duo « Fuel for Life » DIESEL, represented by Pierre Ducastin, Packaging Manager, L'Oréal Produit de Luxe International, received a special distinction.

These prizes are awarded by an independent jury made up of Beauty Journalists, Packaging Experts and representatives of leading authorities in Perfumes and Cosmetics

:

- Noëlle Baticle, Beauty Journalist
- Alain Béthune, HBC Packaging Research Director, L'Oréal
- Hervé Bouix, Corporate Vice-President Packaging New Ventures & Special Projects, The Estée Lauder Inc., USA
- Evelyne Dreyfus, Health-Beauty Journalist
- Michel Dupuis, Purchases Strategy Director, Sociétés Bourjois & Chanel
- Pr Jean-Paul Marty, Director, Dermopharmacology Laboratory, Faculty of Pharmacy, Châtenay Malabry, President of the SFC (French Cosmetology Society), Expert European Health Products Safety Agency
- Jean-Louis Mathiez, Cinq.Pats
- Charles Pileur, Packaging Director, YSL Beauté
- Claude Santini, President of the National Pharmacy Academy

The participants unanimously stressed the quality, interest and friendliness of the discussions.

The fifth edition of PCD (Perfumes, Cosmetics & Design) is being prepared for the 3rd and 4th February 2009 in Paris.

Pour toute information/ For further information : [www.pcd-congress.com](http://www.pcd-congress.com)  
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Caption: PCD Awards 2008 Jury and Prize-winners

Back, from left to right, members of the PCD jury : Alain Béthune, Michel Dupuis, Hervé Bouix, Charles Pileur, Noëlle Baticle, Pr Jean-Paul Marty, Evelyne Dreyfus.

Prize-winners : Laetitia Giraudeau, Alexandra Wolf, Anne Debauge, Christian Revenu, Pascal Mermet,

Front, from left to right: Thierry Ramboz, Yann Morhain, Pierre Ducastin, Jonathan Thayer, Eric Caulier, Olivier Perrin, Francesca Bampo, Nicolas Castex, François Martin