

PCD Congress Reveals Innovations

The fifth edition of the PCD congress (Perfumes, Cosmetics & Design) on packaging innovation for cosmetics and perfumes, held February 3-4, in Paris, brought together 1,200 participants representing international brands and packaging suppliers. Attention focused on sustainable development and environmentally friendly packaging. In his opening address, Alain Béthune, L'Oréal, said, "Far from acting as a brake on innovation, environmental issues constitute an asset for enterprises as they stimulate competitiveness and point to new avenues for packaging development."

The 2009 PCD Awards, held in conjunction with the event, went to Blanc Expert GN-White, Lancôme; Phenomen' Eyes, Givenchy, and Exceptionnel, Chanel; Sweet Kiss, Bourjois; Shimmer Brick Compact, Bobbi Brown; Soleil d'Afrique, Poudre Collector, YSL Beauté; Magnifique, Lancôme; Féerie, Van Cleef & Arpels; Roadster, Cartier; and Allure Homme, édition blanche, Chanel. The Culture Bio range by Yves Rocher received a special distinction for environmental packaging. The sixth edition of PCD is scheduled for January 26-27, 2010 in Paris.