

# Perfume and cosmetics packaging innovations

During the recent PCD congress in Paris, perfume and cosmetics packaging innovations were singled out for the PCD 2009 Awards

THE fifth edition of PCD, which focused on 'Sustainable Development and Environment – Packaging Compatibility' took place in Paris in February. During its two-day run, nearly 1 200 packaging professionals and

marketing managers from the world's leading perfumes and cosmetics houses had an opportunity to meet 60 exhibitors, representing suppliers of packaging, technologies and services.

To underscore the value of technological innovation, the main perfumes and cosmetics packaging innovations received PCD Awards.

In the category Environmentally-Compatible Cosmetics Packaging, the jury presented a special distinction award to the **Culture Bio** range by Yves Rocher.

In the Care category, top honours went to Lancôme's **Blanc Expert GN-White**.

In the Eye Make-Up category two mascaras were honoured – **Phenomen'Eyes** by Givenchy, and **Exceptionnel** by Chanel; and in the Lip Make-Up category, **Sweet Kiss** lipstick by Bourjois was the winner.

In the Complexion Make-Up category, top prize went to a device limiting powder and make-up breakage, used for the product **Shimmer Brick Compact** by Bobbi Brown, while a special distinction went to **Soleil d'Afrique, Poudre Collector** by Yves Saint-Laurent.

The Women's Perfume category, the winner was **Magnifique** by Lancôme, with a special distinction bestowed on **Féerie** by Van Cleef & Arpels.

**Roadster** by Cartier took the Men's Perfume award, with a special distinction going to **Allure Homme, Edition Blanche** by Chanel.

These awards are adjudicated by an independent jury made up of beauty journalists, packaging experts and representatives of supervisory bodies in the area of perfumes and cosmetics.



Féerie



Magnifique



Sweet Kiss



Blanc Expert GN-White



Shimmer Brick Compact



Roadster



Soleil d'Afrique, Poudre Collector



Allure Homme, Edition Blanche

