

PCD underscores packaging innovation

The fifth edition of **Perfumes, Cosmetics & Design - PCD**, which focused on « Sustainable development » and « Environment - Packaging Compatibility », was held on the 3rd and 4th February 2009 at the Cité des Sciences et de l'Industrie, in Paris.

According to the organizers, the show and its 60 exhibitors hosted nearly 1,200 packaging and marketing visitors from perfumes and cosmetics brands.

Thirty-eight lectures were given in parallel with the aim to enable people take stock of the « environmental » dimension and challenges of cosmetics packaging.

To underscore the value of technological innovation, which is often invisible to the consumer's eye, the main perfumes and cosmetics packaging innovations received a PCD Award on Wednesday, 4th February, in Paris. The Jury gave a special distinction, in the category « Environmentally compatible cosmetics packaging » to the « **Culture Bio** » range by **Yves Rocher**, represented by **Pétronille de Parseval**, Yves Rocher's Culture Bio Marketing Product Manager.



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