

# Beauty packaging in the spotlight in Paris



JANUARY 2010 saw the staging of the sixth edition of PCD (Perfumes, Cosmetics & Design) in Paris. Over 1 200 participants from 30 countries representing beauty packaging experts and their primary packaging suppliers attended this prestige event.

The exhibition ran in parallel with lectures that focused on innovation and sustainable development, as well as the annual PCD Awards.

The first lecture session on cosmetics and sustainable development was chaired by Alain Béthune and Charles Duclaux of L'Oréal, whose opening addresses were followed by presentations from several packaging companies including Alcan Packaging, M-Real, EskoArtwork, DuPont Packaging, Neopac, PolyOne, Global Closure Systems and Ecocert. To close the session, Unilever's Jay Gouliard presented his company's view of the topic.

Another session was chaired by Michel Dupuis and Pascale Marciniak-Davout of Chanel. The former shared his remarkably well-documented thoughts on emerging from the economic crisis through innovation, while the latter detailed Chanel's approach, which is currently being introduced in four phases – understand, define the framework, act, and define future goals.

The topic of packaging and dispensing innovations for perfumes was then covered a sustainable development angle, with numerous presentations including one from FaravaColor on organic and natural cosmetics formulation.

The session on make-up and sustainable development was chaired by Hervé Bouix of Estée Lauder. His opening statement focused on the theme of e-waste and was followed by presentations from Alcan Packaging Beauty, Pierre Fabre Dermo cosmétique, Promens Personal & Healthcare Packaging, Graphocolor, CD Cartondruck, CER, Rexam Personal, among numerous others.

## Award-winning beauty packs

Held alongside the congress, the sixth edition of the PCD Awards included any number of prizes and distinctions; and the opening address at the awards ceremony was given by Osnat Lustig, Coty Europe Beauty, on the theme 'What on Earth'.

Some of the award-winning packaging innovations are shown here.



Pierre Fabre's Eau Thermale Avène 'Tolérance extreme' took top honours in the Care Category.



Accolades in the Make-Up Category went to L'Oréal's foundation 'Roll-on Accord Parfait'; Armani's satin-finish lipstick 'Rouge d'Armani', Helena Rubinstein's 'HR' lipstick, and YSL's 'Singular' mascara.



Nina Ricci's 'Ricci Ricci' perfume won the Women's Perfume Category.



In the Collector Category, Paco Rabanne's 'Gold Collector One Million' perfume too top honours.