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Global Packaging Experts Converge in Paris

Innovation and sustainable development take center stage at PCD

By Steve Katz, Associate Editor

More than 1,200 beauty packaging professionals descended on Cité des Sciences et de l'Industrie in Paris to attend the 6th edition of PCD (Perfumes, Cosmetics & Design) on January 26 and 27. The event featured an exhibition hall with 60 exhibitors, educational sessions led by a wide range of speakers, and the PCD Awards ceremony.

Running concurrently with the exhibition, attendees had the opportunity to learn from some 40 lectures that focused on the event's theme of innovation and sustainable development. Alain Béthune and Charles Duclaux of L'Oréal chaired Day One's first lectures. Their opening address was followed by presentations from PWC, Alcan Packaging, Braskem, Pôle Européen de plasturgie, M-Real, EskoArtwork, DuPont Packaging, Neopac, PolyOne, Global Closure Systems, and Ecocert. To close the session, Jay Gouliard, Unilever, spoke about his company's views on the topic and what activities they have underway.

Chanel's Michel Dupuis and Pascale Marciniak-Davoult chaired the afternoon session. Dupuis shared his thoughts on using innovation as a means of emerging from the recession. Marciniak-Davoult detailed Chanel's four-stage approach, which is currently being introduced: understand, define the framework, act and define the goals for the future.

The morning of Day Two began with a presentation on makeup and sustainable development, chaired by Hervé Bouix of The Estée Lauder Companies Inc. He talked about waste in regard to the design phase and discussed prevention, savings, sorting and recycling, as well as cosmetics packaging recycling programs such as Back to MAC and Aveda's Cap Recycling Program. This was followed by presentations from Alcan Packaging Beauty, Pierre Fabre Dermo cosmétique, Promens Personal & Healthcare Packaging, Oekametall, Texen, Graphocolor SAS, MWV, CD Cartondruck, CER, Rexor, Rexam Personal and Cinq.pats.

The PCD Awards ceremony recognized companies and their products in a wide range of categories. In addition to the PCD Award winners, there were also Jury Special Distinctions and Jury Selections.

The 2010 PCD Award winners are:

Care Category: Pierre Fabre, Eau Thermale Avène - "Tolerance extreme"

Make-Up Category: L'Oreal, Foundation make-up - "Roll'on Accord Parfait"

Make-Up Category: Armani, Satin finish lipstick - "Rouge d'Armani"

Make-Up Category: Helena Rubinstein, Lipstick - "HR"



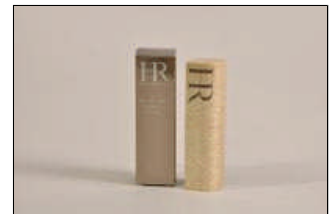
Make-Up Category award winner from YSL

Make-Up Category: YSL, Mascara - "Singulier"

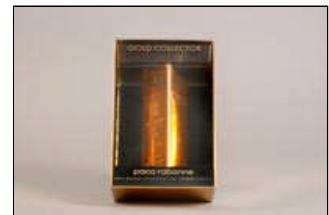
Women's Perfume Category: Nina Ricci - Perfume, "Ricci Ricci"

Collector Category: Paco Rabanne, Perfume - "Gold Collector One Million"

The 7th edition of PCD will be held February 8-9, 2011. Innovation and sustainable development will again be the theme of the conference. Proposals for papers are due by April 30, 2010. To be eligible for the PCD Awards, products must have been placed on the European market in 2010. Entries must be sent in by November 5, 2010, together with a fact-sheet explaining the innovations. For more information, visit www.pcd-congress.com.



Make-Up Category award winner from Helena Rubinstein



Collector Category award winner from Paco Rabanne

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