

Industry buzz

16 February 2010

## PCD awards packaging innovation

The sixth edition of **PCD (Perfumes, Cosmetics & Design)** was held on the 26th and 27th January 2010 in Paris, at the Cité des Sciences et de l'Industrie. Over 1,200 participants from some thirty countries representing Brand packaging experts and their main packaging suppliers (approximately sixty exhibitors) attended the event.

As every year, the **PCD Awards** ceremony singled out the best packaging innovations that were placed on the market in 2009?

### PCD awards 2010

**PIERRE FABRE**, Eau Thermale Avène « Tolérance extrême » - Care 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 **YSL**, Mascara « Singulier » - Make-Up Category **NINA RICCI**, Perfume « Ricci Ricci » - Women's Perfume Category **PACO RABANNE**, Perfume « Gold Collector One Million » - Collector Category

### Jury Spécial Distinctions

**KLORANE**, « Eau démaquillante apaisante au bleuet » sensitive face and eyes - Care Category **VICHY**, Soin rénovateur total rides « Liftactiv Retinol HA » - Care Category **LA PRAIRIE**, Perfume « Life Threads Silver » - Women's Perfume Category **NARCISO RODRIGUEZ**, Perfume « Essence » - Women's Perfume Category **YSL**, Perfume « Opium » - Women's Perfume Category **VIKTOR & ROLF**, Perfume « Eau Mega » - Women's Perfume Category **KENZO**, Eau de fête « Flowerby Kenzo » - Collector Category

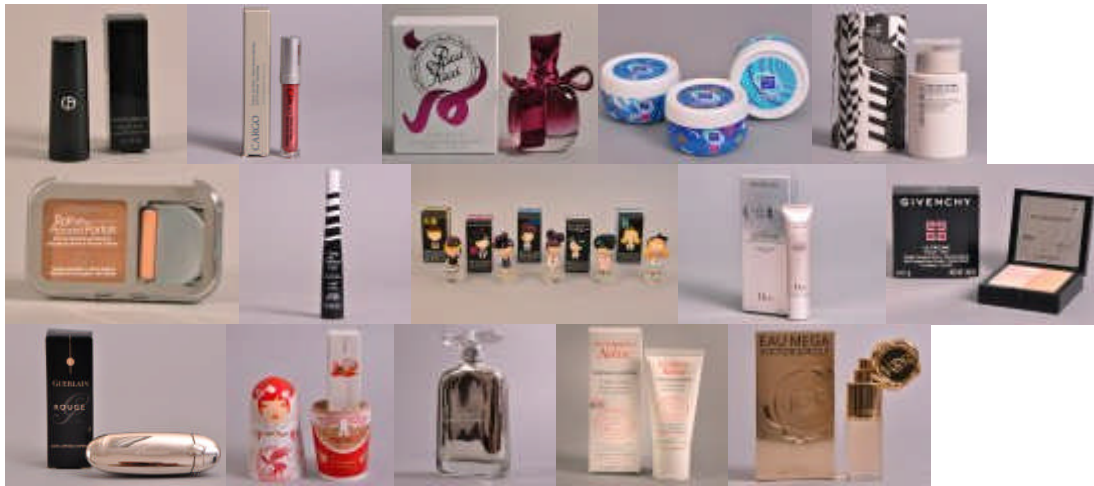
### Jury Sélections 2010

**ABSOLUTION**, Bio Démaquillant yeux et visage : « L'Eau soir et matin » - Care Category **DIOR**, Flash défatigant regard multi-perfection « Capture Totale » - Care Category **NEUTROGENA**, Nettoyant visage quotidien vibrant « WAVE » - Care Category **BOURJOIS**, Mascara « Coup de théâtre 2 en 1 » - Make-Up Category **CARGO COSMETICS**, « Gloss lèvres classique » - Make-Up Category **GIVENCHY**, Soft compact powder « Le Prisme » - Make-Up Category **GUERLAIN**, Lipstick « G » - Make-Up Category **LANCOME**, Case « Slim Compact » white and black - Make-Up Category **URBAN DECAY COSMETICS**, « Pocket Rocket Lip Gloss » - Make-Up Category **COTY**, Perfume range Hara Juku « Lovers Fragrance » - Women's Perfume Category **DIESEL**, Perfume « Only the brave » - Collector Category **NIVEA**, Moisturizing cream « Nivea Soft » - Collector Category

The 7th edition of **PCD** will be held on Tuesday 8th and Wednesday 9th February 2011. Innovation and sustainable development will be the theme of the conference, again.

See online : [www.pcd-congress.com](http://www.pcd-congress.com)

**Portfolio**



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