

**Luxe Pack 2015**

# New application gestures and more

At the 28<sup>th</sup> Luxe Pack event in October in Monaco, many new concepts or innovations attracted attention this year: smart or connected packaging, new sensory effects, beauty packaging concepts featuring new application gestures, materials associations, new personalisation techniques, etc.



*Fragrance application with a glass stopper reinvented*

*A new range of three applicators with a new pump technology features adjustable side actuation and allows for continuous formula dispensing*



photos: Aptar

**A**lbea: **Cool Spin** is a spinning, cooling eye-contouring applicator with a ceramic tip for a refreshing sensation. The applicator rolls on the skin for a delicate massage around the eye. The round tip is designed to fit the eye contour zone when rolling with a soft and natural gesture. The applicator is suitable for eye contour formulas such as anti-ageing and anti-puffiness, and allows viscosities from serum to cream. It is featured in a slim bottle with both cap and bottle being customisable.  
www.albea-group.com

**Aptar Beauty + Home:** **Note** offers gentle and gradual application of fragrance with a transparent applicator. Each time you open the cap, the applicator fills itself automatically, ready to apply the fragrance gradually through capillary action upon contact with the skin. This solution is particularly suitable for "on-skin" fragrances, such as eaux de parfum, elixirs, absolutes, intense perfumes, and extracts.

**Skin Master** is an applicator with new pump technology; its adjustable

side actuation allows for continuous formula dispensing. It is equipped with a soft membrane, delivering a bespoke formula dose in one simple press. The more the consumer presses, the more product is dispensed. This range comprises three standard applicators for three skin sensations: **Velvet Touch** is a velvet touch applicator (elastomer) for botox and hyaluronic acid injections. **Cool Touch** was specially designed to smooth the highly-sensitive eye and lip contour areas. Due to its cold zamak pad and flexible base, it helps to stimulate microcirculation and to redefine these sensitive areas in just one step. The ceramic **Icy Touch applicator** is applied to the eyelids and bags under the eyes. It produces a lasting ice-cold sensation for instantly smoother eyes.  
www.aptar.com

**Cosmogen:** **Attract One** is comprised of a magnet combined with a ball applicator. It delivers a skin contact surface three times larger than a usual roll-on applicator. A three-step ritual is recommended for the sensorial application experience. Easy to use,

the applicator is also easy to clean. There are four different handle design options with matt, silk or shiny handle finish, with or without soft spatula (elastomer) available. The magnetic neodymium steel ball has a diameter of 12 mm.  
www.cosmogen.fr

**Geka:** Celebrating its 90<sup>th</sup> anniversary, **Geka** presented the **Celebration Collection**. Comprised of an eyeliner, three mascaras and an eyebrow gel, the collection features quality surface refinements and haptic 3-D silk screen decoration. The easy-to-use **SlightLiner** has delicate polyester fibres for precise application. **LashGlory** features bristles on the tip of the brush for a push-up effect, alongside its wedge-shaped discs and bristles of varying lengths for volume, curl and extension with just one application. It has an optimal mascara reservoir, thanks to the triangular brush core. **MagicStylist's** new **DeltaFiber** has a triangular fibre profile for perfect lash separation and Geka's patented SEPA finish: ground down into a wedge shape, bristle tips

Pure design for maximum customisation



photos: Louvrette

Laser-cutting creates eye-catching effects



The applicator combines a magnet with a ball applicator

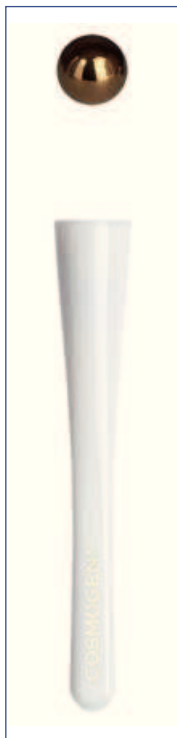


photo: Cosmogen



photo: Quadpack

Aluminium- and wood-sheathed droppers with a vertical aperture offering a view of the product inside

### 28th Luxe Pack in figures

The show attracted **8,651 visitors** – up 2% on last year – and with the opening of new exhibition spaces, **450 exhibitors** – including **80 new exhibitors** – were present. This year the show had an **increase in foreign visitors**, in particular from the Americas (up 50% from Latin America, up 25% from USA-Canada). Its **events programme**, attended by a total of **1,200 people**, emphasized the underlying trends on the packaging market such as **3-D printing, decoration and finishing techniques** and the **digital revolution**. **Luxe Formulation**, a space dedicated to formulation and full-service, had **10 times more visitors** directly involved in formulation.

[www.luxepack.com](http://www.luxepack.com)

New application gesture to actuate face creams and foundations



photo: Groupe Pochet

High-end airless pump is part of a system that gives total freedom of packaging design



photos: Quadpack



photo: Geika

Anniversary collection with appealing surface refinements and haptic 3-D silk screen decoration

**Luxe Pack in Green**

The prize for the best green packaging solution was awarded to **SGD** for its **Neo Infinite** glass, a premium transparent and brilliant glass, composed 90% of recycled materials. The prize for the best corporate social responsibility approach went to **Aptar**.



photo: Luxe Pack

comb and separate the lashes and extra mascara reservoirs provide volume. **SweetGlory** with its triple technology has the **SEPA finish** for separating lashes, the **HYPNO cut** for volume and the two-component Sensitive-Fiber for a flawless application. In just one stroke, **MiniPerfactor**, for clearly defined eyebrows, combs, treats, and keeps eyebrows in place with a transparent gel.

The company's **Sandwich Technology** is a patented manufacturing method to produce moulded brushes. This two-shot technology works with two different plastic materials – a soft one for the bristles and a harder one for the core. The soft material is injected first and then the harder material is introduced afterwards. The result: a stable core with extremely soft bristles that will not scratch the eyelid or tug on lashes.

[www.geka-world.com](http://www.geka-world.com)

**Louvette:** The pure design of the **Neo** range packaging series consists of jars in different sizes and an airless dispenser to start with; advantageously, different materials and closures can be combined for a range of skin-care products. Decorating the lid with the help of laser-cutting can create eye-catching effects.

[www.louvette.de](http://www.louvette.de)

**Mega Airless:** Adding to its PP option, the company is now introducing PET containers to the market. With a high-end finish, PET's transparency, comparable to that of glass, shows off formulas and allows the consumer to see the exact colour of the product. A further advantage is that PET offers a better protective barrier against air. Entirely made of plastic, this packaging contains no metal parts or elasto-

mers, thus eliminating potential compatibility issues. It is also 100% recyclable. The PET actuator can be decorated in multiple ways like screen printing, labelling or hot stamping.

[www.megaplast.de](http://www.megaplast.de)

**Neopac:** Neopac first presented its **Polaris Cool Tip** tube applicator, with its popular zamak tip and cooling effect, two years ago. Now, new varieties of the applicator are available. **Polaris ice** is made of ceramic, polished white, delivers a cooling effect and has a substantial weight of its own. **Polaris pop** is made of plastic, can be produced in any colour on request and is lightweight. The lightweight **Polaris gloss** is made of refined shiny silver plastic. **Polaris matt** is made of lightweight matt silver refined plastic. The entire collection of Polaris applicators is now available in the three PE/CoEx and Polyfoil tube qualities, for quantities of 10 to 20 ml. The mirrored high gloss body of the **Airless tube de luxe** complements the luxurious Airless pump **Evolux** or **Evo-classic** from **Aptar**, combining luxury with gentle handling. The Airless tubes protect contents from air and bacteria and provide safe protection. The **Polyfoil** tube is now available in high gloss with a specially developed laminate, comprised of several layers bonded together.

[www.neopac.com](http://www.neopac.com)

**Groupe Pochet: Pure Drop** from **Pochet** and **Samhwa** is a high-end airless pump that combines the best technology and performance available with the freedom to customize products to suit individual needs. The airless pump distributes high-viscosity formulas with a high restitution rate; its perfectly controlled dosage is part of a system that allows clients total freedom of packaging design, no matter how fragile their ingredients or sophisticated their formulas may be.

[www.groupe-pochet.fr](http://www.groupe-pochet.fr)

**Quadpack: Yonwoo's** airless **Presto Jar** and **Presto Compact** offer a new application gesture to actuate face creams and foundations. Under the lid, the product design features a refillable container with a round push button and a dispensing hole. Pushing the button produces a precise dose of the formula. For foundations, the **Aluminium-** and **Wood-Sheathed Droppers** of the **Q-Line** have sheaths, rather than caps, covering the bottles. A vertical

aperture offers a view of the product inside.

[www.quadpack.com](http://www.quadpack.com)

**RPC Bramlage: Patyka** has chosen the innovative airless **Slidissime** jar, manufactured by RPC Bramlage, for two of its exclusive formulas: the **Intense Moisturizing Mask** and the **Radiant Exfoliating Mask**. Slidissime combines the airless pouch technology with a flexible touch-and-slide pump. It is an alternative to existing mechanical airless systems; thanks to the Slide gesture, it is the first airless jar combining protection and sensuality. With a simple slide on the membrane, the system delivers a dose through its thin hole. The hole closes after each dosage, avoiding any air-intake and drying of the formula.

[www.rpc-bramlage.com](http://www.rpc-bramlage.com)

**SGD: Neo Infinite Glass** won this year's **Luxe Pack in Green** award. This transparent and shiny premium glass is composed of 90% recycled materials. It can also be coloured by feeder with over 400 colours. Eco-friendly decoration processes such as zero rejection acid etching, hydro lacquering and organic inks/UV inks are available in-house. **Kenzo's** fragrance **Totem** (see this month's front cover picture of COSSMA), a collection of three new unisex fragrances, is housed in dark purple bottles designed by the Japanese studio **Nendo**. The totem pole-shaped bottles require absolute control of the glass process due to the asymmetry between the narrow foot and the larger top of the bottle. Totem bottles are enhanced by a coloured band matching the delicately-applied silk screened logo.

[www.sgdgroup.com](http://www.sgdgroup.com)

**WestRock: The new Creative Studio for Fragrance** represents a sampling of dispensing solutions for fragrance, pairing decorative overtubes, **NoC** invisible dip tube, and customized collars and actuators with new capabilities in extensions for spray caps. The **Melodie Klikit** technology allows the finished elements to be delivered to brand owners as a one-piece, pre-assembled unit. **Kenzo** launched their new fragrance **Totem** featuring the company's **Melodie Agile** pump.

[www.westrock.com](http://www.westrock.com)

Next year's event takes place 21-23 September 2016  
The products marked in blue constitute new application gestures

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Airless containers made of PET show the exact colour of the product



photo: SGD

Prize-winning glass made of 90% recycled materials with more luxurious aesthetics than its predecessor



photo: Albea

Spinning eye-contouring applicator with a ceramic tip



photo: WestRock

Pairing over tubes, dip tubes, customized collars and actuators with new capabilities in extensions for spray caps



photo: Neopac

Tip applicators in different materials, colours and finishes



photo: Knoll Packaging

Complex shape with curtains in paper origami revealing the perfume bottle



## Marketing

Key global trends 2015 and beyond

## Ingredients

Sustainably produced ingredients from olive fruit oil

## Packaging

LuxePack 2015: New application gestures and formats

## Market Survey

Service providers: Who provides what service?



## VIP of the Month

Dr Henry Haeusler, Experchem, about new findings for hyaluronic acid gels

