



More efficient
to produce

GLASS-LIKE PLASTIC JAR

GLOBAL CLOSURE SYSTEMS (GCS) | The shatterproof **Glass-like Plastic Jars** have been designed to improve consumer safety while maintaining both brand recognition and the aesthetic appeal of the product. Substituting plastic for glass offers practical advantages both for the end user and the supply chain. The new design is also more efficient to produce, which supports common objectives to reduce the overall carbon footprint. To replicate the luxurious look of the old glass containers, the double-walled jar is composed of two layers – the inner layer is opaque, the outer is translucent.

www.gcs.com.

Effect pigments for metallic look

BOMO TRENDLINE | The caps of the line **Severa** have been moulded in Wave-Blue for a very appealing metallic effect. This shows that components do not always have to be lacquered or galvanised. The result of effect pigments in the batch is often underestimated.

www.bomo-trendline.de



Appealing effect

ELEGANT METAL DRESS

INCA | Aluminium was chosen to shape the dress of the **Versace's Eros Pour Femme** perfume bottle as the cold and elegant metal expresses refinement and luxury. The bas-relief is combined with glass, embellishing the aesthetic.

www.incapackaging.eu



Cold aluminium dresses the perfume bottle

New squared lip gloss packaging

GEKA | **AmazingRuby** is a new squared lip gloss packaging. The PET bottle with an overflow capacity of 11.5 ml is injection blow moulded, and its heavy walls create a high-quality, nearly glass-like effect. The slight radius at the edges of this pack improves hot foil decoration. Due to the tall neck and inside headroom, a cheater band decoration is not necessary. On top, the



No cheater band
decoration required

patented click-closure mechanism ensures reliable closing of the pack with an acoustic signal. Applicators with a more special shape can also be used, as the pack contains a new bi-injected wiper consisting of two different materials. The soft wiper lip ensures a clean stem, but leaves just the right amount of bulk on the applicators as its flexibility allows to adapt to the shape of the spatula.

www.geka-world.com

photo: Bomo Trendline, GCS, Inca, Geka

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SLATE FOR PACKAGING

AWANTYS | **Awyslate**, a surface finishing made from real slate, proves that real natural slate and other stone materials can be integrated as packaging components. There are more than 28 different colours and structures of slate and stone which can be used for plain and 3D surfaces. **Victorinox Swiss Army Fragrance** features the brand's cross and seal made from real slate.

www.awantys.com



The brand's cross and seal are made from real slate

NEW TECHNIQUE

GROUPE POCHET |

The crystalline glass jar for **Sisley's Supremya** cream sculpts the cream with its faceted interior surface, enhanced with an understated gold decoration. The innovative in-glass technique offers numerous embossed designs to be engraved on the inside of solid glass jars, thus outlining the contents and creating an illusion of depth.

www.groupe-pochet.com



Facetted interior surface



Different surfaces improve the performance of treatments

APPLICATOR WITH DIFFERENT SURFACES

News
OF THE
Month

COSMOGEN | The new **Tense Tube** is a redesign of the Tense Applicator Tube, to allow for more effective and amazing results. The Zamac applicator is available in six different surfaces; each surface's properties improve the performance of formulas for specific treatments: **Waves** expands the skin – ideal for firming and anti-wrinkle treatment; **Hexagons** enhances the lymphatic circulation and reduces puffiness – ideal for fluid formulas (cream); **Bumps** offers a firm massage effect – ideal for fluid formulas (cream or serum); **Circular** (2 versions) offers deeper application by relaxing the eye contour – ideal for treatment (gel, mask etc.); **Smooth** offers perfect smoothing of product – ideal for fluid formulas (cream or serum).

www.cosmogen.fr

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