



# MORE THAN A TREAT FOR THE EYES

Events | Cosmopack (see box) will showcase the packaging suppliers' latest offerings.

## ► WEB POINTERS

- [www.albea-group.com](http://www.albea-group.com)
- [www.bomo-trendline.de](http://www.bomo-trendline.de)
- [www.fc-cosmetics.com](http://www.fc-cosmetics.com)
- [www.geka-world.com](http://www.geka-world.com)
- [www.hcpackaging.com](http://www.hcpackaging.com)
- [www.quadpack.com](http://www.quadpack.com)
- [www.rpc-group.com](http://www.rpc-group.com)
- [www.toly.com](http://www.toly.com)

**A**lbéa, stand 15A A9, presents **O2 Wall** tube, which delivers integral formula protection thanks to its full foil barrier from head to end-seal. It is just as protective as an aluminium tube with the benefits of a laminate tube: softer touch and boundless decoration possibilities. The most sophisticated formulas are perfectly protected from oxygen, chemical and water migrations, while preventing any corrosion of the pack.

**Bomo Trendline**, stand 18 C23, present their patented **Eyebrow Designer for Women and Men**, which colours,

contours and shapes the eyebrow in one simple step. With the newly developed **Eyebrow Finalizer**, flaws are corrected and sparse eyebrows are filled.

**Faber-Castell Cosmetics**, stand 18 D50, feature their spring novelties **Elemental Elegance** which include the following products: the eyeliner and lipstick range **Vegan Beauty**, inspired by the vegan philosophy, is gentle and free of all animal-derived ingredients. The wooden pencils in a neo-nude style were produced with only 4% of solvent lacquer. **Sensual Eyes** is an eight-hour powder-to-sat-

photo: HCP



Bomo Trendline's response to eyebrow mania

## ► COSMOPACK EVENTS 2016

Cosmopack, the event dedicated to the entire cosmetics supply chain, from raw materials to formulas and from machinery to packaging, takes place from 17–20 March 2016 in Bologna. The **Cosmopack Wall** returns for the third time, celebrating products which combine technical innovation with beauty. The events scheduled for **Cosmopack Forum**, to be held in Pavilion 15, will feature the latest trends, new technologies and the impact of eco-sustainability both on the formulas and on the packaging of beauty products.

On 17<sup>th</sup> and 18<sup>th</sup> March 2016, Cosmopack, scheduled for the first time alongside Nuce – **Health World Expo** at the Fiera's Palazzo dei Congressi, will bring together the entire cosmetic and nutraceutical supply chain for the first time.

<http://www.cosmoprof.it/cosmopack/event/>

in cream shadow which is rich in pigments and dries quickly without leaving an oily residue. The PVC-free jumbo-sized shadow liner is waterproof and will neither fade nor run. **Gorgeous Glow** is a duo highlighter for an instant lift. Its subtle luminosity makes eyes appear bigger and wider. The jelly texture of the **Jelly Baby** lip balm provides a glossy look with reflection thanks to tiny, multi-coloured sparkles. The clear, wet-shine balm is enriched with smooth oils for soft and conditioned lips.

**Geka**, stand 15 D14-E13, present their **Sandwich Technology**, a patented manufacturing method to produce moulded mascara brushes. The 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 is a stable core with extremely soft bristles.

**HCP**, stand 15 B2-C5, will be showing their latest trend-led finishes and packaging solutions: **Intense Spice**, a trend of hot, spicy tones, vibrant sunsets and abundant florals; **Beach Comber**, an alternative approach to summer beauty combining protection, a natural glow and colourful looks; and **Lucky Dip** stands for a story of surprise and indulgence.

**Quadpack**, stand 18 E26-F25, will showcase a bespoke handmade luxury box for a metal dropper, covered with pearl-effect PU leather with a matt satin lining decorated with a logo. The bottle is held in place using a flocked thermo tray, and the closure has a hidden magnet. In addition the company will launch a new lipstick mechanism.



Faber-Castell's eyeliner and lipstick range is free of all animal-derived ingredients



When you twist, the dispensing head is revealed



Albéa's tube is as protective as an aluminium tube with the benefits of a laminate tube

**RPC Beauté**, stand 20 D49-E50, The upper part of the **Twist Up** airless cream dispenser of the new **Biotherm Skin Best Serum-in-Cream** twists to reveal the dispensing head and closes in the down position to avoid mess and unplanned doses. The overall pack mimics the appearance of a conventional overcapped dispenser to enable it to fit into existing family ranges. The upper body including the actuator features a metallised finish and the base incorporates a graduated green lacquering with white silk-screen lettering.

**Toly**, stand 15 A6-B1, presents **Maya Compact**, a sleek compact for a lip or eyeliner product. The applicator is placed alongside the product and can have a long handle for ease of application. The lid can be customised using the company's expertise in decorations and surface decoration. AM



Toly's sleek compact for a lip or eyeliner product

## ► COSMOPACK FACTORY

Now in its fourth edition, the Cosmopack Factory gives visitors a close-up view of cosmetics factories and their methods of research and experimentation, revealing how they work and telling the story of how their manufacturing processes evolved. Following on from the stories of lipstick, mascara and face powder, **The Cream Factory** will be created for the 2016 edition. The **Cosmopack Optimoist Perfectionist Serum**, a serum with a light and silky texture to make skin clear and smooth, will take centre stage. The project is produced in partnership with **Cosmoproject, Axomatic, V2 Engineering, Industrial Box, Certiquality, Gruppo Scandolara and Pusterla 1880**.