

flocked applicator, spray pump and roll-on) allow to create infinite combinations. The pack can be customised thanks to the versatility of the material glass which can be enhanced with decorating techniques such as 3D laser or inkjet.

www.primlspa.com

Silgan's expanded PCR beauty and personal care product portfolio in Europe now includes an additional dispenser and skin care pump. The dispenser **P2000** features the **Pure Path** metal-free fluid path used for the most sensitive formulas, and the **Aria Prelude** pump provide a cleaner and more controlled experience. The existing PCR solutions include the **SD20c** pump and the **Mark VII Max** fine mist sprayer, which launched earlier this year

www.silgandispensing.com

Texen's first eco-designed standard mascara was developed with the know-how of its Mayet factory in France and the **Texen Lab's** work on materials. The result is a pack that is both sustainable and made in Europe. The mascara is part of the company's eco-design strategy built around the Three Rs – Reduce, Reuse, Recycle. The pack is made from recycled (PCR) or bio-sourced material sourced from the company's materials library and selected after techni-

cal studies. It is offered with an eco-friendly brush, made by **Ponzini**.

www.ponzini.com, www.texen.com

Toly presented a number of material and design-based solutions to the challenge of sustainability. **Ecozen Claro** is partly made from renewable resources which means one of the monomers comes from a source other than oil. **Claro** is also semi crystalline which means that it can be recycled with PET. **Sulapac** is both bio-based (non-oil) and biodegradable. It is partly made out of wood and is claimed to biodegrade faster than untreated wood. **Sulapac** biodegrades completely leaving no trace; i.e. no micro-plastic. **Toly** also presented various sustainable beauty-packaging solutions for both make-up and skin care. The company's refill concepts include their newly introduced refillable lipstick and a wide selection of compacts.

www.toly.com

Packaging solutions beyond a green approach

Aptar Beauty + Home, **Capsum** and **Strand Cosmetics Europe** created a customisable foundation that can be customised as desired. The aim was to create a foundation compatible with the **Neomix** packaging, a bottle with a double dispensing system that allows the consumer to create a new



Geka's Polymorphe concept: An inner bottle to be combined with metal shells in different shapes



Geka's exclusive two-component fibre for more volume

product with just one click thanks to the express combination of a skin care or make-up product and a booster. To create this colour and care solution inspired by the skincare make-up trend, **Strand Cosmetics** developed compatible foundations and activator formulas that can compensate for colour variations in skin tone over the seasons or provide the perfect dose of glow. Consumers can add to their foundation – available in two light and medium shades for a flawless skin finish – a personalised booster with a choice of two results: a colour-activating serum to adjust the foundation's shade and match their tan or a light-activating serum available in three effects to give skin a subtle pearly sheen to adjust the shade to suit the occasion. **Aptar's Star Drop** is an alternative application method for very fluid foundations. The bottle has a new generation valve capable of releasing just the right amount of product drop by drop for a tailor-made dose for ergonomic, hygienic and waste-free application. Its pipette holds two patents: a cut-



Aptar's Star Drop is an alternative application method for very fluid foundations

Aptar's Neomix bottle with a double dispensing system for creating a new product with just one click



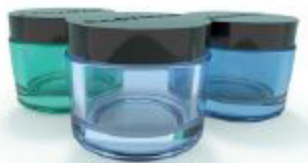
Premi's square-shaped packaging in recyclable glass



Silgan's expanded PCR beauty and personal care product portfolio



Texen's first eco-designed standard mascara



Eastman's jars with 40% PCR content



Heinz Glas: 46% less material for the light version



Eastman Cristal EV600 with high percentages of recycled material



Eastman's Trëva for opaque and colour-tinted packaging

off base that a void's squirts as well as a tip, designed to form a beautiful drop. The dispenser is reusable, while the bottle is recyclable.

www.aplar.com, www.capsun.net, www.strandcosmetics.europa.com

Geka presented two new product collections. The premium collection

PureObsession offers sophisticated decoration effects on elegant packaging, paired with high-performance applicators. The collection includes a mascara, a lip gloss, a liquid concealer, a liquid eyeshadow as well as a multi-benefit make-up brush and a sophisticated clutch. The mascara's

new CharmingLashes brush features the exclusive two-component EOS-bombyx2K fibre. Its notches serve as bulk reservoir zones and act as volume boosters. Thanks to the two-component fibre with the soft outer shell, the application feels smooth, while the stiff fibre core helps to lift-up the lashes. The Polymorphe mascara packaging concept is based on a standard inner-bottle with a basic round form that can be used in combination with metal outer shells in a variety of shapes without any need of adjusting the inside bottle. Parts get easily connected by a special adapter. Additionally, the surface of the metal makes the product a high-quality, high-end packaging option for all brands. The collection consists of 4 polymorph mascara versions and is playing with new design solutions by using the adapter as a fashion element. The squared as well as the round version are shown one time with integrated non-visible adapter ring and one time with visible adapter, highlighted as extra design feature.

www.gekaworld.com

Stoelzle presented the worldwide launch in progress of the designer perfume Promise De Jennifer Lopez. The bottle shows vivid engravings on which a metal plate, the brand's signature, has just been placed in the hollow. The fragrance's colour takes on all its light through all the facets of the bottle.

www.stoelzle.com

Verescence has also manufactured a disruptive glass bottle with its Sculpt'in technology for Illuminare by American lifestyle brand Vince Camuto.

The design of the bottle was inspired by the glassworks from Murano, evoking the feminine and sensual curves of a woman.

The asymmetrical organic inner shape was realised thanks to Verescence's patented technology, creating a play of light with the rounded outer shape of the moulded glass and the delicate pink hue fragrance. □

www.verescence.com

LUXE PACK MONACO AT A GLANCE

The 33rd Luxe Pack Monaco had a total of 9,240 visitors, 52% of which were international visitors from 98 countries. Attendance from the Middle East grew by 20% with visitors from Saudi Arabia, Bahrain, the United Arab Emirates, Kuwait, Qatar, and the Sultanate of Oman. New visitors made the trip from Ghana, Gambia, Gabon, Cambodia, and the Philippines. Visitors from Switzerland, Belgium, Finland and Romania are on the rise as are those from the United States, China, Japan, India, and South Korea.

The Luxe Pack in Green Award winners were Edelman in packaging solutions, Eastman in CSR initiatives. The conferences and debates were attended by a record number of 2,000 people. The session, dedicated to sustainable development, attracted over 550 people.

www.luxepack.com