

WHERE LUXURY IS BORN

Events | The new developments shown at this year's Luxe Pack in Monaco are bound to be inspiring enough to come up with plenty of new product concepts for 2019.

Albea's **Metallic Glance** is a new range of mascara, liner, and eyebrow brushes riding the metallic trend with its iridescent shades and holographic reflections available in four plastic applicators: **Vinyl Brush** is a plastic mascara brush for a voluminous curve effect while the plastic mascara **Fandango Brush** provides a volumising effect. **Mercury Brush** is an asymmetrical-shaped eyebrow applicator and

Unicorn Brush a precision liner. **Discovery Brush** has an unusual multi-zone design and **Vision Brush** combines short and long bristles. **Glam' Tube** is a 2-in-1 tube for mascara, gloss and concealer. Four mascara fibre brush shapes are available, as well as three flocked gloss tips. **Every Kiss** is a lipstick packaging with the **Maestro** non-guided mechanism with a design characterised by a balanced cap/base ratio.

The **D.N.Airless** family has grown and hosts a new format and is available in two sizes and two dosages. **Fancy Deco** are laminated cosmetic tubes which are adorned with three unique and disruptive designs. The **3D Varnish** decoration and the **Soft Touch** treatment feature a textured touch and the **Vintage Cap** gives a retro look to the tubes.

www.albea.de

Aptar's Skin Protect tube combines a ventilated cap with a locking anti-squeeze ring, an automatic extreme shutter system and a multi-layer tube. No air gets into the tube thanks to a piston which hermetically seals the orifice as soon as the product has been pushed out. This patented technology ensures that the closure is perfectly airtight, as well as guaranteeing control while the cream is being actuated. The Airless tube is equipped with Tip Seal technology, which prevents product clump-



Silgan's Sinfonia pump speeds up time to market



Texen's metal collar highlights the square shape of its bottle

ing which could block the dispensing orifice. The cap is ventilated in three places, thus preventing air and thereby humidity from being trapped on the surface of the pack.

www.beauty-home.aptar.com

Geka's collection **HelloGlamour** in shades of precious metals comprises 5 coloured cosmetic products, a pocket powder brush, a box of false lashes and a clutch. Cheeks and brow bones get emphasised with the liquid highlighter in a heavy-walled 4-edged bottle with a rose gold metal cap. Its **LipMagnifier** applicator is slightly flattened on both sides. The 360° decoration creates a high-end, modern look. The mascara's new brush **AbsolutelyGlitter** is made of brand-new and exclusive **EOSbombyx2K** fibre. The special notched structure of the two-component fibre achieves maximum volume. As the fibre's core is stiff with a softer outside coating,

► LUXE PACK MONACO

9,280 specialists, 53% of them international, attended the 31st **Luxe Pack in Monaco** to explore the assortments presented by 470 exhibitors. 55 out of these were exhibiting for the first time. **All sectors** were represented, but **perfumery** and **cosmetics** accounted for more than 60%. 53% of the visitors were international, from a total of 86 countries. 1,860 people, 24% more than in 2017, attended the conference programmes. The **largest audience** of more than 500 people attended the session dedicated to **sustainable development**. The **Luxe Pack** dedicated digital village's programme combined conferences, round tables and exhibitor workshops on devices, QR codes, virtual reality, NFC, lighting, anti-counterfeiting, consumer relations and more. The **Luxe Pack Formulation** section had 3,000 visitors.

LuxePack Monaco 2019 will be held from 30.9 to 2.10.2019.

it is soft on the lashes. The eyeliner applicator is made of 19 delicately tapered micro bristles for exactly defined lines. Thanks to the moulded micro bristles, the **PrecisionLiner** applicator does not spread. Lashes are highlighted with a glitter topcoat formulation with the new mascara brush **SimplyGlitter** in conical shape made of brand-new one-component **EOSbombyx** fibre. The structure of this **Geka** fibre development includes

many notches, which hold the formula to deliver to the lashes. A shiny lip gloss texture for a 3D wet effect is applied by the **LipArtist** applicator.

www.geka-world.com

Gerresheimer's new concept involves bonding bottles with a variety of materials, i.e. different applications and application materials such as metal and wood straight onto glass bottles. This concept has already been put to ►

- ADVERTISEMENT -

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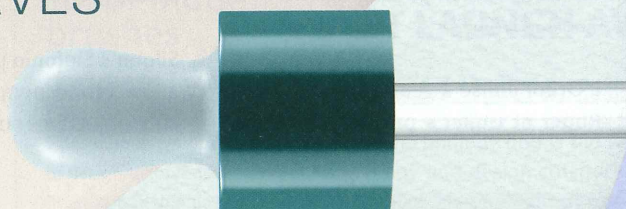
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PACKAGING



Geka collection HelloGlamour in shades of precious metals



Albéa's asymmetrically-shaped Mercury Brush

Albéa's Unicorn Brush is a precision liner.



the test. It involves a special combination of hot melt and UV bonding and will be ready for production in the first half of 2019.

www.gerresheimer.com

HCP features the trends **Aura** and **Whisper** for Autumn Winter 2019/20. **Aura** displays mesmerising holographic, glitter and prismatic finishes; while **Whisper** is characterised by soft textures, tranquil imagery and organic profiled packaging.

www.hcpackaging.com

L'Oréal chose a seal from **Unisto** for **Roger et Gallet's** project **Extraits de**



Cologne whose colours and texture make it look and feel like ceramics. This meant creating the same micro-porous structure of this material.

www.unisto.com

Seram offers new customisation options from polymorphic and polychrome mercury-free epoxy. In the form of plates or flat adhesive surfaces, the decorations fit perfectly into the inserts and the flat surfaces provided for this purpose are a beautiful finish for a packaging. Its convex relief is pleasant to the touch, and the epoxy resin contributes to the qualitative image of the product. It allows an infinite variation of tones, styles and decorations, alone or in combination with other materials such as lace and dried flowers.

www.seram.com

Silgan's Sinfonia pump is designed to allow brand owners to achieve specific objectives such as faster time to



Seram's new mercury-free epoxy can be combined with lace

Unisto's seal with the look and feel of ceramics



Aptar's Skin Protect for formula protection

market. It ensures that whatever dimension, spray angle, output, finish or closure customers seek is available to fit their aesthetic needs.

www.silgandispensing.com

Texen Beauty Partners have developed a specific metal collar to highlight the sharp square shape of the bottle in different sizes of **Ted Lapidus's** new fragrance, **Poker Face**. The two-part collar made from shiny black anodised aluminium has an identical neck for each size, and a plaque specifically adjusted for each format. The two parts are then clipped together. The complexity of the project involves creating a flat horizontal part which is flush with the glass like a second skin, despite its thinness. Texen have also launched eight combinations of brush, wiper and formula. With this 'ready-to-wear' mascara offer, Texen customers can save significant amounts of time while knowing they can count on an efficacious product. Product development time is thus dedicated entirely to packaging personalisation.

www.texengroup.com

TNT Global Manufacturing has produced **Penhaligon's** zamak caps and aluminium/brass collars of **Mr Sam** and **Changing Constance**. Each portrait involves a new technical challenge. In addition to the complex production process – die-casting, un-moulding, assembly – each piece has been manually polished before gold electro-plating.

www.tntgm.com

AM

NEWS

FUTURISTIC LOOK AND FEEL

KOSÉ CORPORATION | The cap of the tube **Decorté Ip Shot*** creates a streamlined container. The cap makes it easy to open the tube, and the colour and the tube's shape give a both futuristic and high-end feel.

*winner of the 2018 Worldstar Packaging Award in the category Health & Personal Care
www.kose.co.jp/global/en/
www.worldstar.org



Streamlined elegant container

THICK-WALL LIP GLOSS BOTTLES

MKTG INDUSTRY | The company's new range of packaging for liquid make-up with high thick-walled bottles comes with a choice of designs, shapes, capacities and materials. Lip gloss packaging is not just used for lip glosses anymore but also for different liquid make-up formulas, from liquid lipsticks to eyeshadows, from concealers to highlighters.

www.mktgindustry.com



The new lip gloss packagings are round and square



A square design for creams

SQUARE-SHAPED

TOLY | **Mecca Jars** have a luxurious look due to their distinctive, ridged collars. These jars, available in 20 and 50ml, can be decorated according to the brand's needs.

www.toly.com

Christmas case

COSFIBEL | For Christmas 2018, **Yves Saint Laurent** wanted to present its **Mon Paris** fragrance in a case with the same shape as its bottle. The cardboard structure features a tub that advances outward when the two outer flaps are opened. The case is decorated with a black gros-grain ribbon and ascot tie created by **Auriol et Fontanel**.

www.cosfibelgroup.com



Case with a theatrical opening gesture

Tailor-made brushes

COSMOGEN | With **Couture**, Cosmogen provides infinite possibilities to design tailor-made brushes and imagine new make-up gestures. The six-tufted shapes of the brushes have been designed to fit different facial areas perfectly.

www.cosmogen.fr



Brush designs for new gestures

PUMP FOR SUN CARE

SILGAN | **Mark VII Max Style** pump is designed to alleviate frustrations when applying sun-care products. Its actuator stems from the **Mark VII Max** pump with its low actuation force, and is now combined with new design enhancements. Key elements of the improved design include a larger finger landing area to accommodate a wider range of finger sizes. The two ribs on the actuator reinforce the grip on the pump, and provide a visual and tactile cue as to how to correctly position the fingertip. The pump also provides a variety of different spray patterns and spray angles.

www.silgandispensing.com



Enhanced pump for sun care

BEST LAUNCH AWARD

VIROSPACK | The first dropper with a magnetic closure has a sealing system with magnet technology and is the winner of the technology and design category of **Cosmoprof Asia's Packaging Award**.

www.virospack.com/news/view/attraction-power



Dropper with magnetic closure