



EDITOR'S PICKS

Eco-Aware

Geka, a German company that's a major manufacturer of brushes, applicators, and complete packaging systems for the cosmetics industry, unveils its launches for spring 2017. These collections of mascara packaging and wands, lip gloss applicators, and eye liner pens are all manufactured with concern for the environment. A range of rectangular-shaped caps within the collection are made from PLA, or polylactic acid, which is a more sustainable material than mineral oil-based polypropylene. And the design of the packaging evokes nature, too – one matte, "crackle" design resembles snake or lizard skin, while another design is done with a marbled-like effect. When manufacturing the collection, the caps' color gradients form spontaneously during the production process, making each cap unique. The palette, meanwhile, focuses on tones of pearlescent green, brown, and dusky pink.

