



# MORE THAN MEETS THE EYE

**Events** | Our selection depicts some award-winning packaging solutions as well as the latest developments displayed at this year's Cosmoprof in Bologna.

The third edition of **The Cosmopack Wall** promoted the most innovative products, representing the latest trends of the beauty world and combining technical and material innovation. Companies from Italy and other countries specializing in raw materials, machinery, counter manufacturing and packaging had submitted their latest designs in eight categories; the following products came out as winners of this year's **Cosmopack Wall Award**. In the category **Formulation For Make Up Award**, first prize went

to **Ancorotti's Powder to Wear Collection**, which convinced the jury due to "its innovative use of back injection. Gemstones, charms and filigrees can be applied to eyeshadows and powders and afterwards be reused.

The winner in the category **Formulation For Skincare Award** was **Cosmoproject** with **Detox Snow Cloud**, a light, highly moisturising texture with a detoxifying effect. It contains neither silicones nor preservatives. The **Packaging For Make Up Award** went to **Marino Belotti** with their **3D**



When dispensed the pearls and extra moisture form a cream-serum

**Puzzle Concept**, a packaging with different shapes and sizes, three-dimensional, customisable and with an appealing aesthetic.

**Lumson** won the **Packaging For Skincare Award** with its concept **Microchip Inside**: using RFID technology, a microchip inserted in the bottle itself (not on its secondary packaging) protects against shoplifting and counterfeiting. As a Near Field Communication (NFC)-based system, the chip can also communicate with smartphones and tablets, providing

## COSMOPROF 2016 IN A NUTSHELL

The 49<sup>th</sup> edition of **Cosmoprof Worldwide** drew 250,000 visitors to Bologna to see the latest developments presented by 2,510 exhibitors (+5%). The **Green Sector** increased by 22.2%; the **Hair and Furniture** sectors grew by 8.2%; **Cosmopack**, the section dedicated to the industrial chain, grew by 5.4%; the **Nail** sector registered a 4% growth. Finally, the **Extraordinary Gallery**, the section that houses the niche companies with innovative products and future trends, has grown by 39.1%.

Cosmoprof Worldwide Bologna will be celebrating its 50<sup>th</sup> anniversary from March 16<sup>th</sup> (with Cosmopack) till March 20<sup>th</sup> 2017

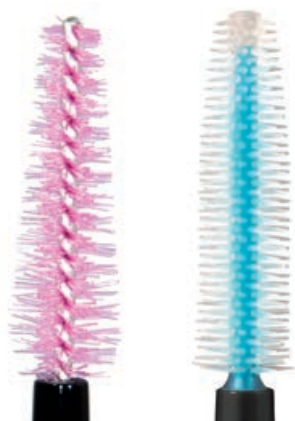
photos: Cosmopack, Dr. Grandel

unlimited amounts of information to potential buyers.

The **Design Award** was scooped by **HCT**, which in collaboration with **Sephora Collection** presented **Karen Walker**: a luxurious collection of brushes created by the fashion designer Karen Walker. The **Amber Craft Beauty Brush Set + Stand** was inspired by the opulent Amber Room in the Catherine Palace in St. Petersburg.

The **Technology Award** went to **IDM** with the project **Powder Pro 1**, a machine for innovative compacting characterized by considerable flexibility.

**NastriTex** was selected for the **Inspiration Award**. The company presented **From Fashion to Beauty**, "a new technology which allows, starting from a collection of a fashion design, to achieve the same texture on a powder".



The triangular shape of the EOSdelta fibre brush (left) and the 2K bed Sandwich technology separate lashes perfectly

Finally, the **Special Avant-Garde Award** went to **Chromavis** for **Nail Spray**: a spray enamel that adheres only to the nail and not the skin.

#### Colour cosmetics

**Geka's** collection **Emotion of Technology** presents one of the trends for the 2017 spring/summer season. The **EndlessSphere** mascara brush absorbs plenty of mascara thanks to the

patented Hypno cut with three volume zones. The triangular shape of the brand-new **EOSdelta** fibre brush separates the hairs perfectly. **LashLady**, providing a 3D volume effect, comes in gleaming metallic packaging; the **2K brush** with the company's patented **Sandwich technology** manages to separate the lashes perfectly.

#### Finished products

**Dr. Grandel's Renew Pearls Cream-Serum** is an extract from snow algae. When the user presses the button, the skin-care pearls floating in the dispenser are united with an extra portion of moisture to form a delicate cream-serum liaison. **Blue Evolution Essences** from **Phyris** open the door to marine beauty care with their optimised high-tech algae. □

Additional information at [www.cossma.com/qr00108](http://www.cossma.com/qr00108)  
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photos: Geka

- ADVERTISEMENT -

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