

MakeUp in Paris – a trade event dedicated to all things colour cosmetic, from pigments to brushes – is always an artistic affair. Perhaps it is the Carrousel du Louvre location – within a stone’s throw of masterpieces like the Mona Lisa? Or maybe it is the Animations, including the popular MakeUp Gallery (where artists create works that incorporate make-up) and Iconic Beauty Colors, the show’s tenth anniversary celebration of black, red and pink hues? Either way, colour reigned supreme at the June 2019 event.

ETHICAL BEAUTY CONCEPTS

And the colour packing the greatest punch at MakeUp in Paris was green, with many exhibitors offering novel environmentally conscious concepts.

Knoll Prestige Packaging, the world’s leading luxury rigid secondary packaging producer, might be a familiar name to those in beauty, but 2019 marked its first year attending MakeUp in Paris, or any of the MakeUp in... events.

At the Paris expo, Knoll especially focused on Ecoform, a recently launched material that is 100% biodegradable and described as an ideal replacement for thermoformed plastic platforms, or foam inserts (likewise synthetic).

“Usually in make-up [packaging] you are using a lot of plastic,” said Florence Dancoisne, General Manager Europe at Knoll Prestige Packaging. “And board is not always appropriate to hold make-up (it has no resistance, no flexibility), so we’ve developed Ecoform. It is vegetal – completely green – made from bamboo, sugar cane and wood, and it is completely recyclable and home compostable, degrading in six to nine months.”

While this combination of materials is not necessarily new and has, for example, been used in egg cartons, the journey to refining the Ecoform blend to make it suitable for the luxury packaging industry took two years, according to Knoll’s Creative and Innovation Director, Ben Cohen.

The finished product is soft and smooth to the touch, and can be moulded, cut to order and even colour matched according to client preference.

Also responding to the demand for ‘ethical’ beauty was masks and applicators specialist Taiki Group. It launched a new brush, developed with respect to cruelty-free and environmental concerns.

“We have a new, innovative brush called One Cut Brush,” said Taiki Cosmetics Europe’s

Executive Director, Grégory Sawka. “We are trying to match with the new eco-friendly trend and we are proposing to our customers something that is 100% vegan – with synthetic hair – and which has a 100% wooden handle, which is unique on the cosmetic brushes market.”

The brushes, which can be customised, are made from lightweight FSC-certified birch wood and dispense with the usual aluminium ferrule, for a sleek, organic look. While the by-hand manufacturing technique used to create One Cut Brush is a secret, Sawka told SPC that it is “a question of how you marry the hair with the wood handle [and] work the wood handle to create a hole, because wood is quite fragile”.

The ‘hair’ used is Ecolon, which provides a soft, natural feel. And Sawka also noted that the brushes are treated for resistance to water and solvents, both important attributes for brushes.

Make-up pack and applicators company Geka, meanwhile, launched two new fully finished high-end make-up collections: TENTATION, a premium collection based on techniques including metalisation and lacquering, using vibrant, hip summer colours; and vertTENTATION, made using Geka’s green packaging solutions.

MAKE-UP STEPS UP

The tenth MakeUp in Paris took place from 18-19 June at Carrousel du Louvre; **Julia Wray** discovered some of the newest make-up packaging and product concepts showcased at this always-vibrant event



Among the eco-friendly ideas showcased at MakeUp in Paris were Geka’s mascara packs made from 85% green materials

“Everybody is talking about sustainability; this is the big thing right now,” said Stefanie Gunz, Deputy Head of Marketing at Geka. “For **vertENTATION**, we have a bag combining cork and cotton – two natural, bio-based materials – and inside we have three mascaras with bottles made using 100% PCR [post consumer recycled] PET. This is a huge step. Last year, at Luxe Pack Monaco, we launched one that was 25% recycled PET and now we have one that is 100%. The same is true for the cap, which is 100% recycled PP material.”

She adds that the wiper is made from 84% bio-based material from sugar cane, while the brush uses Geka’s ‘green line fiber’, a biomaterial from the castor oil plant. Overall, the packs contain 85% green plastic.

The three variants are Lengthening; Definition, using Geka’s SEPA technology (which grinds the bristle tips to form a wedge shape) for separation; and Volume, using HYPNO, a brush cut effect for even greater product loading.

Eco materials were also a feature on the Texen Group stand where Texen Lab exhibited several innovative green materials with which it works, including Texen Bio, a biobased polymer from corn starch that is (industry-only) compostable; Sulapac, a wood chips-based plastic alternative that comes in two grades – small chips and big chips – and which is likewise industrially compostable; Treva from Eastman, a recyclable material based on 40% pine pulp; rPET from recycled soda bottles; and rPP from, for example, old supermarket food punnets.

REDUCE & REFILL

An interesting angle on the green packaging movement, which also meets the needs of beauty on-the-go is for three-, four- or even five-in-one brushes.

Cosmogen, for one, introduced Half Moon Brush, a version of its patented Fan Brush that can be split in two for 3-in-1 application.

“You can use all of the brush to apply your powder and then you can just separate it and apply with one of the tips your highlighter and with the other one your contouring product,” demonstrated Justine Rechenmann, Product Manager at Cosmogen.

Cosmogen also introduced Precious Ridoki rollers: three versions with three separate stones: pink quartz, jade and obsidian. Because the stone roller is cold, it’s perfect for de-puffing and the applicator ties in nicely with current healing and wellbeing trends. Moreover, the rollers can be incorporated into Cosmogen’s existing Squeeze’n Roll applicator-plus-tube pack.

Artistic showcased Schwan Cosmetics’ capabilities in 3D-printed solutions



Also providing a multi-tool approach – as part of its ‘Reuse’ collection, on display at MakeUp in Paris – was Texen Beauty Partners, which showed an all-in-one brush concept. This comprises a single bioplastic handle that fits up to ten different brush attachments, although just five fittings were on display at the event.

Further ideas in this collection were an 8ml click-pen for fragrance, make-up or skin care complete with a clip-in refill cartridge and a rechargeable standard jar, whose inner cartridge and cap are made from easily recycled PP, or even rPP.

Another refillable solution sparking interest – and included in the popular Innovation Tree Animation – was the new Flatty With Rubber Band Closure from Mktg Industry. Flatty is a very slim (5mm thick), light and refillable cardboard compact that can be specified to any size and shape, and which can now come with a colour-customisable rubber band for added security.

Stefano Focolari, CEO and Managing Director of Mktg Industry, told SPC: “We’re five years ahead of everybody else [for cardboard primary packaging] and we’ve seen the real numbers come in last year. Final consumers around the world are coming round and are now willing to pay a little bit more for sustainable packaging.”

HITTING ALL TRENDS

The rainbow bright aesthetic, popular among Gen Zers, was a clear influence on cosmetic packaging showcased during MakeUp in Paris, which featured enough pink, glitter and rainbows to satisfy event the most ardent Jojo Siwa fan.

“At the moment everybody’s talking about eco, but also there’s a lot of glitter!” said

Offering green application concepts were Cosmogen with its Half Moon Brush (a 3-in-1 applicator) and Texen Group, which displayed an all-in-one brush as well as a refillable click-pen for make-up, fragrance and skin care (pictured)

