

Crayon with a marble-like effect using up to 3 colours



photo: Faber-Castell Cosmetics

Cosmopack 2012

New products preview

From the 9th to the 12th of March packaging manufacturers will be showing, in halls 19 and 20 at Cosmopack, just what interesting product creations they are capable of.



photo: Promens

Non-leak roll-on made from 3 parts

Aptar Beauty + Home, hall 19, C25-D26, will show **Color Code**, a new plastic vaporiser with multiple colour options to create fashionable styles in line with the design of the bottle. Color Code comes in a complete set including vaporiser, outer decorative parts, actuator and diptube.

Coven Egidio, hall 19, D37-E38, are presenting **SC10**, a pneumatic semi-automatic unit for cleaning glass bottles, the **BC11** bottle cleaner, the **VTC** for checking liquid leaks after crimping, and the **Speedcut99** which is a semi-automatic pneumatic diptube cutting machine.

The **Allegra** skin care range designed by **Corpack**, hall 19, E21, is an

extension of the decorative series with the same name and, with their simple, clear form, the products can be used singly or as a group. Corpack also produces and markets with **Hopf**, hall 19 B3, the thick walled 15ml and 50ml jars

With its classic droplet shape **Venus** from **Dieter Bakic**, hall 20, E19-F20, is despite its size, very graceful. As part of a mix-and-match system all of the pumps and caps in the range will fit this bottle. The medium sizes of 125, 150 and 250 ml are new additions.

Faber-Castell Cosmetics, hall 20, B25-C20, will present, under the slogan "The Art of Transformation" the following new packaging and textures: the intensely pigmented **Wild Thing** shadow liners are, thanks to a special process, able to be combined in up to three different colours in one marble effect crayon with fascinating results. **Naughty by Nature** is characterised by a long-lasting, full coverage waterproof eye and lip liner in glowing colours. **Fluo Pastels** are gently simmering eye-shadows and a matt eyeliner. **Eye-Stain ,n' Shade**, in light, almost washed-out, vintage colours, also acts as a primer. **Infinite Care**, with its minimum active content of 20 % is ideal for kiss-proof moments



photo: Corpack

A simple clear shape can stand alone or be part of a group



photo: Louvrette

Airless pack in a jar format



photo: Dieter Bakic

The feminine, droplet-shaped bottle has a really luxurious look with this special cap

and well cared-for nails. **Tint ,n' Powerbalm** gives the lips colour that lasts for hours, whilst the gently coloured balm with a wrinkle smoothing effect increases moisture levels by almost 30%. **Power Nails** is an intensive nail care product and the **French Nails with Minerals** nail whitener stick protects the nails from brittleness.

The **Prestige** 50ml intelligent airless jar, which is suitable for use with different viscosities, was developed by **Louvrette**, hall 20, E34, **Gaplast** and **MegaPlast**, hall 20, A21-B22. **Airless Motion** provides maximum product safety with up to six barrier layers. The jar is characterised by, amongst other things, an emptying rate of up to 98 per cent, even when used over a 360 degree angle. The Airless Motion technology (known as bag-in-bottle) consist of an



Two new series of cream jars

inner pouch inside the bottle and a pump on the bottle that has no return path that allows product to re-enter the pack. Two small holes in the base of the bottle ensure volume compensation. The fixed inner pouch collapses in a controlled way as it empties.

The direct sales company **Guthy-Renker** has selected **Megaplast's** all-plastic **Airless Micro pumps**, hall 20, A21-B22, for its **Meaningful Beauty Cindy Crawford Crème Serum**.

A more eco-friendly inverted roll-on

Promens, hall 19, B57-C5, manufactures more than 170 million roll-on packages per year. **Inveo**, an addition to the company's five standard designs, is a new inverted roll-on made in 3 pieces

to be more ecological and economical. The housing incorporated in the bottle has been designed with a sharply angled step to form a ball seal which stops leakage. The pack is closed with an audible click.

Quadpack, hall 19, C55-D56, D61, will present **Yonwoo's Paper Blow**, a refillable eco-friendly airless pack, featuring an overcap and outer bottle made from recycled PCR cardboard fitted around a tube-like PE pouch. **Brivaplast's** special bi-injected wiper ensures perfect dosage, avoids overflow and allows effortless closure after use. **Apollo's** oil pump prevents leakage by uniquely using components that counter the ef-

fects of oil migration. The elongated nozzle is angled to prevent the oil from dripping.

The **Rebhan team**, hall 20, A25, has developed 4 new standard designs, including the large capacity 250ml **Active bottle**.

The new **Nova** closure line from **SHB**, hall 19, C1-D2, features a diamond-shaped flip-top that is also ribbed for an improved feel when being used. The company has also developed two new series of cream jars: **NDVE** with their large diameter of 98 mm for creams that require easy stacking and **MFT** with more standard lines in a 77mm size. The company now offers solutions in **preform** format, to provide companies brands with a simple way to get PET containers integrated into their existing lines. AM



One of four new designs



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VIP of the Month



Dr. Silke Granzow of Mann & Schröder explains how marketing claims can be properly supported