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Cosmoprof 2013 ...

... with the optimum packaging solutions

In this preview we have collected for you some of the most exciting innovations on view at Cosmopack.

Aptar's Vita new one-handed dispensing system offers a new, cleaner gesture for cotton pad applications of water-like formulations. With its bi-injection design featuring a transparent lid it is convenient for baby care and facial cleansing.

Developed by Quadpack's manufacturing partner Apollo using its patented technology, the **Comb Foamer** allows the user to easily spread the product over the desired area, with no mess involved. It is designed with an in-built comb that can

be angled as desired – up to 360 degrees so that, for example, hair colour products can be applied without the need for gloves. The pump is unlocked with a simple twist and dosage is fixed at 0.80 cc per stroke. As there are no metal parts in the product path it does not interfere with hair treatment formulations.

The two-part **AirShield** from Neopac prevents any air remaining in the tube



photo: Dieter Bakic

Velvety softtouch tittle



photo: Quadpack

Gloveless and hassle-free application

after product use. In this way a combination of the polyfoil's barrier properties and the new two-part valve means that oxygen-sensitive products are well protected right from the first opening of the tube.

RPC Bramlage-Wiko has extended its standard range of airless dispensers with **Twist Up**. By turning the upper part of the container, which is modelled on the company's slimline **Magic SL** pump system, the dispensing head is revealed. As a result, the overall pack, developed in close co-operation with the Packaging Department of **Beiersdorf**, can mimic the appearance of a conventional overcapped dispenser to match product range branding while offering fast access to the product. The dispenser, available in three standard sizes, offers consistent controlled dosing and hygienic application of lotions, creams and gels. In addition, the dispenser automatically closes in the 'down' position to protect the contents.

Corpack's Allegra skin care range has now been extended with the Allegra Color Cosmetic Line. The simple, clear lines work well alone as well as in a series. The range includes various sizes of bottle, with screw caps or pumps, two sizes of jar, and three glass

dispensers (two of which are currently in progress).

A new 50ml tittle made from a "soft-squeeze" material extends the **Cosima** range from **Dieter Bakic Enterprises**. The particularly soft tittle bends just like a tube and is easy to squeeze. In addition the material has a barrier performance that makes it ideally suitable for sun protection products.

Diamond, **Cosmogen's** first of its 2013 collection, with its aluminium handle, has a retractable brush and is



photo: Aptar

One-handed dispensing system for cotton pad applications of water-like formulations combines the convenience of dispenser and closure

available with 2 tones of synthetic hair but also with natural hair.

In addition to the **Trend Colours 2014** (three make-up themes translated into 12 custom designed cosmetic pencils) **Faber Castell Cosmetics** presents its make-up highlight under the slogan "**Spot-on. Brow Guru**". The range



photo: Corpack

Clear shapes that work not only as a group but individually

Cosmopack at a glance

At this year's Cosmopack over **300 exhibitors from all over the globe** will be representing the entire supply chain of the cosmetic industry – from raw materials to the most technologically advanced machinery, from the latest packaging innovations to formulations and textures produced by the world leaders in contract packaging. This year's new features include the earlier opening and closing dates of Cosmopack – March 7th to March 10th 2013 – compared with the 46th Cosmoprof from March 8th to March 11th 2013.

Extra-long, tapered tip designs a fine or bold line as required



photo: Faber Castell Cosmetics

helps create a fresh, natural appearance for eyebrows with just a few simple strokes. The wooden liner, with 2 tone-on-tone shades that balance the natural brow colour, provides depth and an illusion of hair in one stroke. **Bambi Eyes** for high precision eye lining is a queen-size liner with an extra-long, tapered tip for a fine or bold line. The quick-drying, waterproof formulation with concentrated carbon black provides a long-lasting, crease-proof line. The **Full Colour Liquid Eyeliner**



Turning the upper part of the airless container reveals the dispensing head

photos: RPC



photo: Neopac

A two-part valve prevents air entering the tube after product use

with its highly pigmented deep matt or metallic shades has a pointed felt tip. **Flash Lash** is a long-lasting brush-on top coat for lashes in flashy metallic colours with multi-dimensional sparkles. The non-flaking and non-hardening lightweight gel raises the lashes by brushing "upwards". **Nail Guard** is an intensive nail care for "on the go" with a combination of vitamins, collagen, polymers and bamboo extract to restore the elasticity of the nail plate and prevent dehydration.

Kum will be presenting eyeliner and lip pencils with a memory effect where

the brush hairs return to their original shape after each application, and also over a long period of use.

Anisa presents the **Glider** collection with a unique head shape for precise application. The blend of fibres is curved to fit the face's natural contours for a more precise and lasting application. In addition **Expert** and **Holographic** collections, the **Titanium Finish**, and new additions to the **Dual Fiber**, **Ombre** and **Crackle** collections are to be presented.

AM

Further information can be found on the Internet (see Internet panel)

Web tips

Anisa: www.anisa.com
Aptar: www.aptargroup.com
Corpack: www.corpack.de
Cosmogen: www.cosmogen.fr
Dieter Bakic: www.bakic.com
Faber Castell Cosmetics: www.fc-cosmetics.com
Kum: www.kum.net
Neopac: www.neopac.com
Quadpack: www.quadpack.net
RPC Bramlage-Wiko: www.rpc-group.com
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VIP of the Month

Dr. Andreas Reinhart of the legal firm Meyer. Rechtsanwälte discusses the impact of the new Cosmetics Directive on cosmetics advertising

