



EYEING UP COLOUR COSMETICS

Events | Which products qualified for awards at this year's MakeUp in Paris? What were some of the interesting product launches?

Out of the 87 products competing this year at the **MakeUp Innovation Awards**, a total of 36 were singled out for the **Innovation Tree**: 16 formulations, 7 full-service concepts, 10 packages, and 3 accessories.

Flatty, from Mktg, won the **Innovation Tree Award**. The extra-flat cardboard kit is only 5mm thick and was designed for make-up powders and powder refills. The multi-functional package is resealable, and can be used to exchange refills, or to carry your favourite make-up powder. It reduces waste and can be ordered with four colour printing, hot stamping, and embossing. **Virospack's Autofill Dropper**



Glass wiper by Verescence - no plastic addition required

won an Award in the **Best Innovation in Packaging category**. According to the manufacturer, this dropper, designed for a precise formula intake, with a premium closure control, is the first real autofill bulb dropper. The push button dropper with an internal bulb has a patented autofill system. There are other autofill packs on the market, but none with a rubber bulb dropper design.

Winner of Packaging Impact Design Award (PIDA)

Team **Lyxen**, with Solène Bouvrot, Alexia Bêche and Mailys Rey from **ESEPAC**, won the French edition of **PIDA 2017¹ competition** with **Like a Shadow**, a smart and sustainable on-the-go eye-shadow kit. The product is made of 100% virgin fibre cardboard. The final round of the competition was held at the **MakeUp in Paris** on June 22, 2017. This year's

competition assignment was **Challenge Conventional Packaging for a Sustainable Future**. Like a Shadow is a practical, on-the-go eye-shadow kit for busy and quality-conscious women.

A look at product launches

Prism, developed by **Albéa's Tips Studio**, is a crystal-like pack for both eye and lip make-up. The transparent, thick-bottomed, cylindrical bottle shows the colour of the contained product. Also from **Albéa**, the **Magnetos Square**, is a new square lipstick packaging product with an



Albéa's pack is like crystal

AT A GLANCE – MAKEUP IN PARIS 2017

A record number of 3,977 visitors came to see the offers of more than 160 exhibitors including ingredient producers, contract manufacturers, packaging and accessory industrialists at this year's **8th MakeUp in Paris** in June. 1,200 guests came from 60 different countries. For the first-ever MakeUp in Paris, in 2010, there were only 30 exhibitors and 600 visitors. This year, more than 2,000 people attended the **conference programme** and workshops.



Mktg's extra-flat cardboard kit for make-up powders and powder refills

magnetic closing system. Available with R-Touch, the affordable non-guided lipstick mechanism is appropriate for rigid and semi-rigid formulas alike. It is suitable for mass, masstige, and prestige, with both plastic and metal versions available. **Faber-Castell Cosmetics** presented their **2017 Summer Highlights** at MakeUp in Paris. The gel-like formula of **Urban Amazon** eye- and lip-liner, in bright colours, can be seen through the transparent body of the retractable pencil. The multi-dimensional **Strobelight** cream is a prismatic highlighter trio with micro light diffusing pigments designed to be used on-the-go without a brush. **Brow Boost XL**, for sculpting brows, is not only made with natural pigments to fill in colour, but also includes homogeneously integrated tiny fibres which help to fill out sparse areas for a balanced accentuation.

Geka's Orientale line is based on the Spring/Summer 2018 trend **Global**

glamour without limits! Their brand-new mascara brush, **PersianEyes**, has a new two-component **EOSfoam fiber**, which makes use of a foamed outer shell to create a very soft application feeling. Impressive results are created thanks to the patented **Siam** cut that creates special volume zones for impressive results. Another new product line from is their by eye-catching dual-end packaging for liquid eyeshadow. This new package is paired with the new 2K applicator **FlirtyKiss**, which has a harder core and softer exterior surface to apply blue turquoise or glamorous gold liquid eyeshadow formula with precision. Also, there is the 1K **ClassicLips** applicator, which provides even distribution and streak free results, and Geka claims it adapts to all shapes of lips. The **SoftDefinition** applicator, in the new dual-end lip-gloss packaging has a flattened wedge tip for a very precise contouring. The suitable shimmering of the cap is due to metallic masterbatch. Another new dual package features the **BeautyStylist** and **GentleLips** applicators for eyebrows. **BeautyStylist** uses an extra hard flock to easily comb brows and fill gaps. The **applicator** is designed for applying highlighter formula on the brow bone. **Glass Wiper** by **Verescence** is a two in one product with an integrated bright retractor. It delivers a very precise dosage, and is compatible with all cosmetic formulas. The glass wiper is integrated in the bottle, so no plastic addition is required. □

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Virospack's first autofill system with a rubber bulb dropper



¹ Packaging Impact Design Award organised by BillerudKorsnäs

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