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6th PCD congress: 1200 participants from 30 countries

10.02.2010 Von: am



The sixth edition of PCD (Perfumes, Cosmetics & Design) was held on the 26th and 27th January 2010 in Paris, at the Cité des Sciences et de l'Industrie. Over 1,200 participants from some thirty countries representing Brand packaging experts and their main packaging suppliers (approximately sixty exhibitors) attended the event.

The exhibition ran in parallel with some forty lectures that focussed on the theme of innovation and sustainable development. Attendees underscored the easy access,

extremely friendly organization, quality of contacts and exchanges on innovation and networking.

Lectures during the Tuesday morning session on cosmetics and sustainable development on the 26th January were chaired by Alain Béthune and Charles Duclaux, L'Oréal. Their opening address was followed by presentations from PWC, Alcan Packaging, Braskem, Pôle Européen de plasturgie, M-Real, EskoArtwork, DuPont Packaging, Neopac, PolyOne, Global Closure Systems, Ecocert. To close the session, Jay Gouliard, Unilever, described their view of the theme and the main fields of activity underway.

The afternoon session was chaired by Michel Dupuis and Pascale Marciniak-Davoult, Chanel. Michel Dupuis shared his remarkably well documented thoughts on the theme of emerging from the crisis through innovation, and expressed his hope that the most dire climate-related disasters would not be necessary to make States react at the right level !

Pascale Marciniak-Davoult detailed the Chanel approach, in four stages, which is currently being introduced : understand, define the framework, act and define the goals for the future. Packaging and dispensing innovations for perfumes were then visited from the « sustainable development » angle, with presentations by Heinz Glas, SGD, VPI, MWV Beauty & Personal Care, Ileos-Socoplan, Amcor UK, Korsnas, API Laminates, Stora Enso and FarevaColor, which gave a paper on organic and natural cosmetics formulation.

Wednesday morning, on make-up and sustainable development, was chaired by Hervé Bouix, The Estée Lauder Companies Inc. His opening statement focussed on the theme of e-waste in terms of prospects for the development of electro beauty, group strategy based as of the design phase on prevention, savings, sorting and recycling, cosmetics packaging recycling programmes like Back to MAC, Aveda's Cap Recycling Program or the « Origins Take Back Program ».

This was followed by presentations by Alcan Packaging Beauty, Pierre Fabre Dermo cosmétique, Promens Personal & Healthcare Packaging, Oekametall, Texen, Graphocolor SAS, MWV, CD Cartondruck, CER, Rexor, Rexam Personal and Cinq.pats.

The Awards Ceremony, the recompense for packaging experts !

The opening address at the PCD Awards ceremony was given by Osnat Lustig, Coty Europe Beauty SA, on the theme « What on Earth ». This 6th edition of the PCD Awards comprised any number of prizes and distinctions. The following innovations in the area of packaging and product formula complementarity were singled out :

PCD AWARDS 2010

- PIERRE FABRE, Eau Thermale Avène « Tolérance extrême » - Care Category
- L'OREAL, Foundation make-up « Roll'on Accord Parfait » - Make-Up Category
- ARMANI, Satin finish lipstick « Rouge d'Armani » - Make-Up Category
- HELENA RUBINSTEIN, Lipstick « HR » - Make-Up Category
- YSL, Mascara « Singulier » - Make-Up Category
- NINA RICCI, Perfume « Ricci Ricci » - Women's Perfume Category
- PACO RABANNE, Perfume « Gold Collector One Million » - Collector Category

JURY SPECIAL DISTINCTIONS

- KLORANE, « Eau démaquillante apaisante au bleuets » sensitive face and eyes – Care Category
- VICHY, Soins rénovateurs total rides « Liftactiv Retinol HA » - Care Category
- LA PRAIRIE, Perfume « Life Threads Silver » - Women's Perfume Category
- NARCISO RODRIGUEZ, Perfume « Essence » - Women's Perfume Category
- YSL, Perfume « Opium » - Women's Perfume Category
- VIKTOR & ROLF, Perfume « Eau Mega » - Women's Perfume Category
- KENZO, Eau de fête « Flowerby Kenzo » - Collector Category

JURY SELECTIONS 2010

- ABSOLUTION, Bio Démaquillant yeux et visage : « L'Eau soir et matin » - Care Category
- DIOR, Flash défatigant regard multi-perfection « Capture Totale » - Care Category
- NEUTROGENA, Nettoyant visage quotidien vibrant « WAVE » - Care Category
- BOURJOIS, Mascara « Coup de théâtre 2 en 1 » - Make-Up Category
- CARGO COSMETICS, « Gloss lèvres classique » - Make-Up Category
- GIVENCHY, Soft compact powder « Le Prisme » - Make-Up Category

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COSSMA Vote



- GUERLAIN, Lipstick « G » - Make-Up Category
- LANCOME, Case « Slim Compact » white and black - Make-Up Category
- URBAN DECAY COSMETICS, « Pocket Rocket Lip Gloss » - Make-Up Category
- COTY, Perfume range Hara Juku « Lovers Fragrance » - Women's Perfume Category
- DIESEL, Perfume « Only the brave » - Collector Category
- NIVEA, Moisturizing cream « Nivea Soft » - Collector Category

The 7th edition will be held on Tuesday 8th and Wednesday 9th February 2011. Innovation and sustainable development will be the theme of the conference. Do not hesitate to send us your proposals for papers by Friday 30th April 2010.

To be eligible for the PCD Awards, your products must have been placed on the European market in 2010. Entries must be sent in by Friday 5th November 2010 together with a fact-sheet explaining the innovations..

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Links:

- www.pcd.congress.com

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