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Perfumes, Cosmetics and Design

Innovations in packaging and dispensing systems enhance perfumes and cosmetics brands

February 11, 2010

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The sixth edition of PCD (Perfumes, Cosmetics and Design) was held on the 26 and 27 January 2010 in Paris, at the Cité des Sciences et de l'Industrie. Over 1,200 participants from some 30 countries representing Brand packaging experts and their main packaging suppliers, approximately sixty exhibitors, attended the event.



PCD 2010

The exhibition ran in parallel with some 40 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 on cosmetics and sustainable development on the 26 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-Davault, Chanel. Dupuis shared his 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! Davault 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 and 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 programs 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 and Healthcare Packaging, Oekametall, Texen, Graphocolor SAS, MWV, CD Cartondruck, CER, Rexor, Rexam Personal and Cinq.pats.

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.

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EVENT CALENDAR



Kenzo, Eau de fête - Flower by Kenzo won Jury Special Distinction award in Collector Category at the PCD award ceremony held in Paris

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 bleuet – sensitive face and eyes – Care Category
VICHY, Soin rénovateur 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
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of ten niche shows evolving into a mega event that encompasses all the segments related to packaging, processing and supply chain.

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