



How Innovations in Packaging & Dispensing systems Enhance Perfumes & Cosmetics brands

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. Brand packaging experts, over **1,200** participants from some thirty countries and their main packaging suppliers (approximately sixty exhibitors) attended the event.

The exhibition running in parallel with the conference brought together the leading packaging suppliers in each of the following categories : glass, pumps and dispensing systems, materials (metals, plastics, paper, cardboard), packaging manufacturers and converters, experts in surface treatment, finishing and artwork, service providers, etc. The participants stressed the extremely friendly organization, the quality of the contacts and exchanges on innovation and the networking.

The 7th edition will be held on **Tuesday 8th and Wednesday 9th February 2011** and proposals for papers are requested before the 30th April 2010.



Patrice Barra, Revlon – EBP : « PCD has the advantage of being in the Paris region in a friendly setting where one meets the bulk of the profession. The theme of eco-design follows on from 2009 and remains topical. »

Aurélie Bellotto, Bulgari « There are several dimensions to the environmental approach. It is important to work on the regulatory aspects and legislation flowing from REACH, which involves all the players in our industry. All the brand owners are present at PCD and we can talk directly with our suppliers. It is the ideal place for us, it provides a concentrate of information and innovations ! »

Dominik Bakic, DieterBakic International « The main cosmetics brands are in Paris. PCD is therefore the right place to present our innovations. It is a very friendly event where we meet highly qualified interlocutors. »

William Bickford, The Estée Lauder Companies Inc. « PCD is an open exhibition, it is a very good combination with the conferences. I am coming back next year! »

Catherine Buchberger, Sephora « PCD is in Paris with a strong concept of innovation, which enables us to meet new suppliers with whom we may work. »

Michel Fontaine, L'Oréal « Innovation is the best solution to overcome the crisis. The PCD format enables us to meet the main players in a minimum amount of time, in a seamless, practical manner. PCD simplifies innovation thanks to the contacts made and the conference. PCD is a forerunner in innovation, a facilitator. »

Fabien Lemonnier, Cartier « The lectures are very interesting and cross-sectoral; by spanning the various fields in cosmetics, they provide a more holistic view of project development. PCD makes it possible, at a single venue, to meet colleagues and suppliers who come with innovations and set us thinking in the long term. »

Didier Seels, Shiseido « PCD enables us to meet the main suppliers in a friendly context where we have time to discuss new projects. The conference is very attractive ».

Almir Simoes, Natura « PCD is very important, it is the most important event for cosmetics packaging where we meet some of our suppliers & partners. We enjoy it ! »

PCD 2010 CELEBRATES THE MARRIAGE OF SUSTAINABLE DEVELOPMENT AND INNOVATION!

This sixth annual meeting of cosmetics packaging professionals focussed on the dual theme of innovation and sustainable development. Over 40 speakers and some sixty exhibitors came to share their experiences to improve the environmental qualities of ever more innovative packaging.

COSMETICS AND SUSTAINABLE DEVELOPMENT

« We have entered a new dimension, that of responsibility » : as of the opening of the congress, **Alain Béthune**, HBC packaging research director, l'Oréal, recalled the challenges facing the cosmetics industry at a time when the concepts of sustainable development and respect for the environment

prevail.

Alain Béthune, l'Oréal : « PCD is the only opportunity to meet packaging experts in our field and obtain information about the coming five years and the new technological performances of the future. It is a very valuable information centre for all the packaging partners are represented. »

Charles Duclaux, packaging and environmental manager at l'Oréal, noted that while the packaging sector does not seem to have great impact – packaging amounts to only 3% of solid waste and cosmetics packaging represents 1.5% of household packaging waste - packaging per cosmetic product does have a tremendous impact.

This finding draws attention to the importance of eco-design. This approach does not concern only catalogue products but also promotional packaging. One example is the Biotherm brand, which shifted from PVC kits in 2007 to FSC certified cardboard packaging (Forest Stewardship Council : independent international organisation for sustainable forest management) in 2009. The packaging & environment policy of the L'Oréal group is based on the three Rs : Respect, Reduce, Replace. Results : savings in 2009 amounted to 36 tons of PVC, 17 tons of cardboard and 3 tons of plastic, the equivalent of CO2 emissions from ten 40 ton trucks travelling between Paris and Marseille.

Charles Duclaux, L'Oréal « It is important to respect the biodiversity and choice of materials used to reduce our consumption of packaging. PCD is a wonderful opportunity to meet all the players in the supply chain. The entire chain is represented. »

Is eco-design too costly?

But goodwill is not sufficient, and manufacturers must prepare for a change in the labelling of cosmetic products as of the **1st January 2011**, as recalled by **Philippe Osset**, carbon footprint director in the sustainable development department of PricewaterhouseCoopers (PWC): « Ademe/Afnor has created working groups on this topic, the WG 4B for beauty and the WG 4H for hygiene. As for the Packaging WG, it will meet in April and clearly constitutes a key event for professionals in the sector. »

For **Nicolas Thorne**, innovation and development director, Alcan Packaging Beauty, the chain of events, from the « Grenelle de l'environnement » to the Copenhagen summit, encourage all the players – manufacturers, distributors, consumers – truly to become aware of the urgency of changing usage. Cosmetics packaging eco-design has, beyond the shadow of a doubt, become a parameter that structures the universe of cosmetics today. The growth in awareness is real, but the economic crisis is

not a favourable context for eco-design, viewed as costly even if certain examples like the Fructis bottle show one can reduce the weight of packaging while maintaining an attractive design.

An easy lesson in biomaterials

The development of more environmentally friendly « green » polymers should help industry to move along the path of sustainability. The Brazilian company, Braskem, is thus working on a green polyethylene made of sugarcane ethanol, « one of the crops that absorbs the most CO₂, between 2 and 2.5 kg per 1kg of green PE produced », as recalled by **Leonora Novaes**, commercial director. Braskem has invested over \$ 250 million in a plant that will produce 200,000 tons of green PE per annum and intends to become one of the five world leaders in the area by 2020. Green PE is expected to be available on the market within the next five years.

Leonora Maria Novaes, Braskem « PCD is a good opportunity for Braskem to see in two days the most important companies on the European market. »

Biomaterials are fashionable ! For **Charlyse Pouteau**, in charge of eco materials at the Pôle Européen de Plasturgie, there are three types of bio-plastics : polymers from biomass, polymers synthesized from biomass and polymers synthesized by micro-organisms. « The diversity and increased availability of these biomaterials should not make us forget the need for further improvements. Bio-plastics are not necessarily good for the environment; they must be combined with life cycle analyses » warned **Charlyse Pouteau**, who predicts they will be ready in 3 to 5 years.

All packaging has intrinsic value

Sustainable packaging is acclaimed by the public at large. One of the means is weight reduction, as specified by **Riikka Joukio**, marketing vice-president of M-real: « weight reduction at each stage in the production chain improves sustainability ». The cardboard manufacturer has invested 70 M€ in the Lite 4 U concept. By lowering the weight by 25 g per m² of cardboard, it is possible, according to a Finnish study, to save the equivalent of 100,000 cartons a year.

Riikka Joukio, M-Real « It is important to reduce packaging in order to respond to brand's demand. We have to work closely with converters and brand owners. PCD is a good opportunity to meet the brand owners and our clients. »

Pre-press software contributes to sustainable development!

Jan De Roek, solutions manager at EskoArtwork, showed how new software makes it possible to make super realistic 3D models in just a few minutes. A mock-up can thus be created in 10 stages instead of 13. He showed us the example of soap boxes scaled down by 27% thanks to this type of programme. This in turn reduces the number of containers for transport by 20%.

Materials and packaging manufacturers make a contribution

Manufacturers like Dupont feel deeply concerned by environmental issues. The manufacturer of Surlyn and Selar wondered about the nature of sustainable packaging. For **Jonathan Cohen**, cosmetics and care marketing director at DuPont Packaging, « all packaging has a value, it is not just waste ». The company has developed Biomax PTT, a new 37% recyclable polyester with a naturally glossy surface, without a layer of varnish, which costs 10 to 20% less than conventional polyesters.

Jonathan Cohen, DuPont Packaging « Sustainable development means reducing the environmental impact without compromising the quality and performance of cosmetic products. PCD is a platform for innovation on a human scale; the big brands and suppliers are all present to exchange ».

The Swiss company, Neopac, has developed reusable, multi-sensory tubes (touch and sight, touch and feel, touch and smell) made of Polyfoil manufactured with 59% green energy. « We will be using 10% plant-based inks by the end of 2010 » added **Monika Rüegg**, in charge of sales and marketing.

Monika Rüegg-Gmünder, Neopac « We are now at the 6th edition of the PCD Congress. All the decision makers are here. I recommend this show ! »

Along these sensory lines, PolyOne offers shiny, metallic, deep black effects with its GLS Dynalloy technology, and even fragrances : mint, chocolate, vanilla, etc. « For example, we have developed a peach shampoo bottle that combines all the senses : colour, shape, touch and smell » detailed **Denis Keller**, European manager special effects and packaging at PolyOne France.

Dennis Keller, Polyone Corporation «Sensory packaging appeals to our five senses; this is a kind of demand we find on the market, where we work on touch, sight, smell, taste and sound. PCD, for us, is a concentrate of the main players; our presentation was followed by numerous contacts at our booth. They enabled us to validate our concept. »

A new concept « packlication »

Will the future of cosmetics packs be called « packlication »? This portmanteau term made up of packaging and application is used by Global Closure Systems (GLS) and refers to other means of applying formulae than spreading by hand: Eye Roller by l'Oréal, Go Smile sponge, hair dye bottle equipped with a comb, etc. For **Derek Hindle**, innovation director, « new machines, like double cube systems, make it possible to mould and assemble these new packagings at the same time ».

Certifying packaging

Cosmetics packaging, and particularly that of organic cosmetics, a booming niche, must be certified by an independent body. This is the rôle played by Ecocert, which has created benchmarks for ecological and organic products. These complete specifications concern both the formula and the packaging and labelling. « For primary packaging, two materials are banned, PVC and polystyrene. For secondary packaging, we recommend recyclable materials » specified **Pauline Raffaitin**, chargée d'affaires, cosmetics department. Ecocert has already certified over 800 companies and 10,000 products.

If the price is the same, consumers tend increasingly to buy a recyclable product!

Jay Gouliard, Vice-president Global packaging, Unilever, described the growth in awareness of the responsibility borne by market leaders and the seven point roadmap for lowering CO2 emissions adopted by the group.

Jay Gouliard, Unilever « PCD is a wonderful format to connect with other companies, to understand the processes, the way they are working. »

PERFUMES ARE ENVIRONMENTALLY FRIENDLY

The crisis that unfurled as of end 2008 has changed consumer attitudes towards perfumes and luxury products. **Michel Dupuis**, strategies and packaging development director at Chanel, shared his extremely well documented thoughts about emerging from the crisis through innovation; he expressed his hope that dire climate-related disasters would not be necessary to make states react at the right level !

Michel Dupuis, Chanel « PCD is a major gathering for the profession that focusses on innovation; all the decision-makers are there ».

For **Pascale Marciniak-Davoult**, research and packaging innovation director at Chanel, packaging eco-design in the luxury industry is self-evident; we are faithful to the precept of Gabrielle Chanel : « always remove, never add ». As of the 20s and 30s, Chanel gave preference to simple materials, refills and the reuse of containers. The brand has now introduced a four-stage procedure : understand, define the framework, act and define future goals.

Pascale Marciniak-Davoult, Chanel « PCD brings together all the players in packaging. It is an important event where one meets all the major partners. It is a forum for exchanges and sharing ideas. »

Glass metallization is evolving !

According to **Nicolas Le Jeune**, technical manager for Heinz Glas France, « thanks to this very recent technique, organic inks can be used in silkscreen printing, tampoprinting and hot marking. Laser stripping provides considerable leeway in terms of the layers immediately preceding metallization and makes it possible to obtain colour gradation ranging from 0 to 100%

Endless recycling

This is what Infinite Glass, launched by SGD end 2008, offers. « Entirely made of household cullet, it requires no raw materials and has a lower melting temperature », explained **Catherine Descourtieux**, perfumery director, and **Thierry Dillar**, president. The first product made of Infinite Glass should come on the market at the end of the first half of the year.

Stoppers made of recyclable plastic

VPI proposes stoppers made of R-PET, a recyclable plastic, to close these recycled glass perfume bottles. **Gilles Pauget**, president, explained that « R-PET is part of an eco-active strategy. It is available, good-looking and clearly better for the environment ». Designed for the blow injection technique, R-PET is available in three grades and has been validated by Ecocert.

Gilles Pauget, VPI « Our strategic choice is to focus on household products while abiding by aesthetic and quality criteria in conjunction with SGD. PCD is the best forum for discussing common problems and issues with experts in the profession ».

VPI and SGD gave rise to the NAYA movement, with Wauters, Strand and Extrêmes. The aim for the five partners is to shape the eco-designed product of the future. NAYA, a club open to other

participants, seeks to develop eco-designed cosmetics both in terms of content and packaging. Infinite Glass and R-PET will lie at the heart of these future green cosmetics.

Pump customization, a strong trend!

At MWV Beauty & Personal Care, it is perfume pump customization that is the subject of innovation, like the CliKit pump. « It is decorated like the bottle with a new injected resin » detailed **Laurent Bourgoïn**, vice-president Europe sales, marketing and perfumes.

Laurent Bourgoïn, MWV Beauty & Personal Care « We note a major trend in the development of customized pumps, which enables brands to be distinctive. PCD is a friendly event with booths where we get together to talk with interlocutors at the cutting edge of technology, people we are not accustomed to meeting. I think it is a very good initiative and I hope it will continue ! »

Recyclable bags

Socoplan, a subsidiary of Ileos Packaging Group that specializes in single-doses and samples, has developed a bio-filter using wood chips and micro-organisms to digest solvents. According to **Ludovic Anceau**, CEO, « our next stage will be ISO 14001 certification, with final certification in 2012 ».

In the perfume industry, sample bags are a source of pollution. Amcor Flexibles, an English company, intends to make them recyclable by using low carbon footprint materials like HB Metalo H2H or Metalo H2H Eco Light. For **John Forsyth**, in charge of R&D, « the five golden rules in sustainable packaging are weight reduction, lower carbon footprint, simplification of the supply chain, biodegradable or recyclable materials and packaging designed to protect the product. »

The golden rules in sustainable packaging

Korsnäs, the Swedish cardboard manufacturer, uses FSC and PEFC certified wood (Programme for the Endorsement of Forest Certification Schemes : NGO created by the European wood industries). « A reduction in the weight of cardboard packaging, which has dropped by 1%, is another means of protecting the environment » explained **Christophe Delrive**, final user manager. Korsnäs wants, in the longer term, to stop using any fossil fuels in its cardboard production.

A further example in the cardboard sector, the Finnish company, Stora Enso, focusses on

sustainable wood, the goal being to reduce CO2 emissions by 20% by 2020. « We are truly involved in protection of our forests » confirmed **Païva Harju-Eloranta**, director for environmental affairs.

Multi-sensoriality and sustainability

This is the main thrust of API Laminates Ltd, elected green company of the year in 2009 in the United Kingdom by the Sunday Times. Its product, Portabio, is compostable and recyclable. It is compatible with holographic or lenticular effects. « It is necessary to create a sustainable loop » explained **Andrew Stevenson**, general manager.

Andrew Stevenson, API Laminates « I am delighted that PCD allows us to show our products in term of sustainability. »

Organic cosmetics are booming!

« Organic cosmetics have a promising future » according to **Audrey Schunemann**, natural and organic product R&D manager at Farevacare; during her lecture, she recalled that in 2009, organic product advertising increased by 71.2%.

E-waste called into question

Electro-beauty (packaging equipped with electrical and/or electronic devices) has been around for a number of years. **Hervé Bouix**, senior vice-president new product packaging and special projects at Estée Lauder, explained their approach « Economize – Sort- Recycle » and the cosmetics packaging recycling programmes they already have, like Back to MAC, Aveda's cap recycling programme or the Origins Take Back Program.

Hervé Bouix, The Estée Lauder « PCD is a very high-level technological platform. We learn something from each presentation. There has been strong demand for the development of innovations during the crisis; innovation must be pushed to be distinctive and emerge from the crisis. As big groups, we must show the way ».

A host of innovations

For Alcan Packaging Beauty, packaging innovation must adapt to a new beauty market. According to **Stéphane Tondenier**, vice-president development and sales, « It is necessary to move towards complete solutions that are easy to test and personalize ». One example of an integrated solution is Roll On Accord Parfait by l'Oréal, which took ten months to develop and has proved a

resounding commercial success.

DEFI – the challenge of sterile cream distribution

DEFI, which stands in French for exclusive intact formula device, is the name of the first patented system for sterile cream distribution developed by Promens for Avène (Pierre Fabre Group). »Innovation in cosmetics calls for money, time and risk-taking. One has to be prepared to make mistakes » explained **Isabelle Orhan**, innovation, marketing and development director, Promens; she recalled that it took seven years to develop DEFI.

Isabelle Orhan, Promens « The culture of information-sharing is essential. PCD enables us to react to ideas and helps us to create new concepts. It is highly beneficial ! »

Vincent Cazelles, packaging development director for Laboratoires Pierre Fabre, stressed that DEFI was « a global innovation where the formula contains 0% preservatives, fragrance or surfactants ». Result : a device with a totally bacteria-free formula. The system was developed and patented by Promens and the molds belong to Pierre Fabre. The system comprises four precision parts manufactured with an accuracy of one hundredth of a millimetre.

Vincent Cazelles, Pierre Fabre « Innovation is long-term work. PCD is a concentrate of packaging grey matter with, each year, new speakers who present their innovations. »

Eliminating waste!

The Japanese car manufacturer, Toyota, has imposed rational manufacturing methods that eliminate wastage of materials and time in the automotive industry. Oekametall, a German company, applies this principle to the manufacturing of cosmetics packaging. In a year, the company has used 40% less raw materials. For **Gérard Oelhlhorn**, president, « to succeed, this Toyota system had to be espoused by all our teams ».

Bio-filtration to eliminate VOCs

Eliminating VOCs (Volatile Organic Compounds) through bio-filtration is the work undertaken by CCM (Texen group). « With the condenser, a tower to wash the smoke and the micro-organisms present in the peat, we can treat 100% of the smoke » explained **Fabrice Baravaglio**, president of CCM.

Fabrice Baravaglio, Texen « All our clients come to PCD. It is interesting to attend the lectures,

which provide information on what is going to be done ».

Recycling and replacing

At Graphocolor SAS, the aim is to recycle metal components like anodised aluminium and to replace dangerous acids thanks to the Siphos patented process, which makes it possible to treat over 3500 tons per annum. « We have thus been able to replace the most harmful components for our workers » welcomed **Michel Morin**, general manager.

At the crossroads of innovation and sustainability

Cartondruck AG, the German cardboard manufacturer, has focussed on multisensory packaging and sustainable development. « According to a study in 2009, German CEOs believe that combating climate change impacts consumer purchases » stated **Steffen Schnizer**, member of the steering committee. The company has, in particular, set up a heat recovery system to reduce its consumption of electricity, in addition to FSC certification, « increasingly sought after by consumers ».

Hot stamping is one of the artwork techniques used in luxury cosmetics packaging. For CER, new developments in equipment have ushered in innovations like metallic multi-colours and pearly effects. « Our Triax machine makes it possible to hot stamp cylindrical and conical objects » specified **Devid Mandon**, managing director.

Recyclable surface films

In the field of surface films, REXOR has developed the Blue Lake solution. « It is an eco-solution based on 20 micron PLA film, FSC cellulose film or cellulose acetate made of wood pulp » described **Marc Gauthier**, marketing and communication manager. The Blue Lake process consists in transferring the metallized layer onto the cardboard and then peeling it off to reuse it. « The film is no longer on the cardboard, which is thinner and reuseable ».

The formula/packaging couple is evolving

Innovation is not the preserve of cosmetic product packaging. The formulae are also evolving. For **Gérald Martines**, product development director, REXAM Personal Care, « we can now protect fragile formulae which contain little or no preservatives using airless packaging or extreme closure solutions ».

What are the prospects for « Instrumental cosmetics » ?

Jean-Louis Mathiez, President of Cinqplats, highlighted progress in this packaging, which offers different effects : massage, hot, cold, light, rotation, spray, etc. A few examples (among many others) of these electro-cosmetic products : Light Duo by Talika, the lipomassage Wellbox or the Cryotensor by the Club des Créateurs de Beauté. « Cosmetics companies like l'Oréal or Estée Lauder are filing a lot of instrumental cosmetics patents, but electronics giants like Samsung are too » specified Jean-Louis Mathiez. According to this expert, numerous applications borne of these patented processes should reach the market over the next few years.

The Awards ceremony, the recompense for packaging experts!

The opening speech at the **PCD Awards** ceremony was given by **Osnat Lustig**, Coty Europe beauty SA, on the theme « **What on Earth** ». There are many definitions of « sustainable development », but what is clearer every day is that if we continue with our current mode of consumption, we shall quickly run up against problems relating to natural resources; we are therefore forced to innovate and take account of regulatory frameworks that may change the state of affairs.

Osnat Lustig, Coty Europe Beauty « PCD is the right forum to allow people to share, to stimulate innovation. See you next year! »

The **PCD Awards** single out innovations in packaging and complementarity with cosmetic product formulae. They concern products placed on the market between December 1st 2008 and December 31st 2009 and are awarded by a jury comprising eleven professionals from the sector.



Eric Caullier, Lancôme « The PCD award is meaningful as it rewards the work done by packagers ».

Christophe Coquard, Guerlain « This PCD award is a form of recognition for the profession. The distinction lies in the technical challenge. It is necessary fully to master injection parameters to drive luxury values. It is always interesting to see the whole of the profession gathered in a friendly place, on a human scale, to understand changes on the market ».

Evelyne Dreyfus, Beauty journalist, « 2009 was a prolific year, and in times of crisis, innovation must continue apace. I hope 2010 will herald a recovery for cosmetics manufacturers.

Xavier Leboucher, Packaging Development Director, PUIG : « The PCD award is a wonderful recompense for us. In times of crisis, it is necessary to invest in innovation and PCD is an important platform as one meets the right interlocutors ! »

2010 PCD Award « Care »

PIERRE FABRE, Eau Thermale Avène « Tolérance extrême » : Soothing, anti-irritation cream represented by Vincent Cazelles, Packaging Development Manager, Pierre Fabre Pharma & Cosmetics and Sébastien Polycarpe, Marketing group leader, Pierre Fabre.



The « Tolérance Extrême » thermal water DEF1 bottle by Avène took seven years to develop with PROMENS.

Special Jury Distinction « Care »

KLORANE, « Eau démaquillante apaisante au bleuet » sensitive face and eyes, represented by Vincent Cazelles Packaging Development Manager, Pierre Fabre Pharma & Cosmetics.



Klorane's make-up remover water can be used with just one hand, an innovation soon to be extended to

the entire baby range.

Special Jury Distinction « Care »

VICHY, Total wrinkle renovating care « Liftactiv Retinol HA » represented by Solène Keromen, Dispensing Laboratory, Research & Expertise Packaging Center, L'OREAL - DGO – Packaging



Liftactiv Retinol HA, a formula sensitive to air and light, comes in an aerosol bottle with a new dispensing system.

Jury selection « Care »

ABSOLUTION, Organic eye and face make-up remover: « L'Eau soir et matin »



DIOR, Flash anti-fatigue multi-perfection look « Capture Totale » represented by Vincent Delavenne, in charge of the make-up sector



NEUTROGENA, Vibrant daily face cleanser, « WAVE »



2010 PCD Award « Make-Up »

« Roll'on Accord Parfait » foundation cream, **L'OREAL**, represented by Charlotte Guéret, Mathilde Gatesoupe, Sophie Jovenin.



Roll'on Accord Parfait by l'Oréal developed by Alcan Packaging Beauty won the prize with its new generation sponge applicator which creates an original way of applying foundation cream.

« Rouge d'Armani » lipstick, **ARMANI**, represented by Gilles Coatrieux, Packaging Engineer, Lips and Nails Division, L'Oréal – Luxury Products.



The Rouge d'Armani lipstick cap is also very technological, with magnets that reposition it properly no matter how the cap is put back on.

« HR » lipstick, **Helena RUBINSTEIN**, represented by Isabelle Vincent, Make-Up Technical Development Engineer, Helena Rubinstein



Helena Rubinstein's HR lipstick has been enhanced with 24 carat gold in the formula and on the pack thanks to the special Solev equipment.

« Singulier » mascara, **YSL**, represented by Eric Caullier, Make-Up Packaging Manager, Division, L'Oréal – Luxury Products.



Singulier mascara by YSL stands out because of its particularly innovative twisted brush.

Jury Selection « Make-Up »

BOURJOIS, Mascara, « Coup de théâtre 2 en 1 » represented by Isabelle Roatta, Packaging Development Manager, Bourjois



CARGO COSMETICS, « Gloss lèvres classique »



GIVENCHY, soft compact powder, « Le Prisme », represented by Aurélie Debielle, Make-Up Packaging Development Project Manager & Eric Cabriot, Cosmetics Packaging Development Group Manager



GUERLAIN, « G » lipstick represented by Christophe Coquard, Make-Up Pack Development Manager



LANCÔME, « Slim Compact » black and white case represented by Eric Caullier, Make-Up Packaging Manager, Division, L'Oréal – Luxury Products



URBAN DECAY COSMETICS, « Pocket Rocket Lip Gloss »



2010 PCD Award « Women's Perfume »

NINA RICCI, « Ricci Ricci » perfume represented by Xavier Leboucher, Packaging Development Director, PUIG and Michel Consul, Packaging Development Project Manager, Nina Ricci



« Ricci Ricci » women's perfume by Nina Ricci is distinctive because of the bow on the stopper, the fruit of a technique developed by MBF; the bottle is manufactured by Heinz Glas and SGD.

Jury Special Distinction « Women's Perfume»

LA PRAIRIE, « Life Threads Silver » perfume.



Narciso Rodriguez, « Essence » perfume represented by Léa Vignal Kenedi, Vice President perfumes Narciso Rodriguez, Hervé Ronsin, Assistant General Manager Purchases – Packaging Development – Quality Technique - Supply Chain, Eric Sauvage, Narciso Rodriguez Unit Group Manager, Fabrice Soulard, Prospect Manager and Frédéric Brugard, Narciso Rodriguez Project Manager



YSL, « Opium » perfume represented by Christophe Ribault, YSL Beauté Perfume Packaging Manager and Amandine Delcour, International Product Manager, YSL Fragrance



Viktor & Rolf, « Eau Mega » perfume represented by Marc Ramet, Packaging Engineer, V&R and Diesel



Jury Selection « Women's Perfume »

COTY, HaraJuku Lovers perfume range, « Fragrance », represented by Osnat Lustig, VP Packaging Development, Coty Europe Beauty



2010 PCD Award « Collector »

PACO RABANNE, « Gold Collector One Million » perfume represented by Xavier Leboucher, Packaging Development Director, PUIG, and Clément Moreau, Packaging Development Project Manager, Paco Rabanne



Jury Special Distinction « Collector »

KENZO, Parfum Eau de fête « Flowerby Kenzo » represented by Valérie Guerrier, Purchase/Development Project Manager



Jury Selection « Collector »

Diesel, « Only the brave » perfume represented by Marc Ramet, Packaging Engineer, V&R and Diesel



Nivea, « Nivea Soft » moisturizing cream



PCD 7th edition, Tuesday 8th and Wednesday 9th February 2011 !

Innovation and sustainable development will be the themes. 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**.

www.pcd-congress.com

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