

## Cosmopack 2009: Review

# Elegant new ideas



photo: Rebhan

Versatile glass-like polymer offers numerous options for decoration

COSSMA has picked out for you some of the most interesting new ideas to be seen at Cosmopack. These include the latest developments in tubes, caps and closures, dispensing systems, smart containers and bottles.

grances customers can have their own fragrance encapsulated in the product. The fragrance is released when touched and afterwards the encapsulation reseals itself. The fragrance lasts about one year on the tube.

An attractive effect can be achieved with **Blue Sea Structure Laminate**, a brushed aluminium finish on a polyfoil tube. Polished aluminium produces an entirely different effect. There is also a matching brushed aluminium cap.

**Black Beauty Thermo Print** is also an exciting option. This involves the use of thermal inks that unveil their true beauty only when in contact with heat, such as body warmth, warm breath or warm air. One idea for the use

of thermal inks is to print a text on the pack that is brought out by gentle heat. The ink is also a good temperature indicator for products that have to be heated up, such as wax products, or for products that have to be protected from overheating, such as sun protection products. The user of the inks can choose from three activation temperatures: 20°, 31°, and 43°. This is a particularly interesting option for kids' products where a fun motif can be made to appear after the pack is warmed up.

The dropper tube which was on show, and for which there is now tooling for three sizes, was previously used mainly for pharmaceutical products, but is equally suitable for liquid cosmetics products such as serums or oily products that would otherwise be filled in ampoules.

**Seaquist Closures** were showing prototypes of spin-off from the **Pinpoint** applicator. The new variant allows more product to be dispensed. Because the applicator tapers to a very sharp point the whole shape had to be changed, with a wider surface area to enable more product to be dispensed.

**Feather** is not the only lightweight closure on the market but at 5.6 grams it is particularly light for a 50 mm cap. Not only has weight been taken out, but the moulding cycle time is shorter, hence making the cap more economical to produce.

For the new **Axe** men's range a client-exclusive version of the push-button closure has been developed. When one pushes on the button the lid opens with a dynamic movement. A

**N**eopac were showing new ideas for decorating tubes such as the **Red Rose fragrant print** – a tube that smells of roses. Alongside a number of standard fra-



They belong together, they can be together: combining two cosmetics products

photo: Geka



photos: Neopac

What about a fragrant smelling tube?

A clever effect: a new colour appears as the pack is warmed

### Cosmoprof 2009 at a glance

The 42nd Cosmoprof, which took place at the beginning of April 2009 in Bologna, had 2,248 exhibitors – 3 percent more than in 2008. At Cosmopack, with 292 exhibitors, the increase was 13 percent. Here the number of exhibitors from outside Italy also grew – by 11 percent, reaching 150. The number of trade visitors fell by 7.5 percent, which was unsurprising given the current economic situation. There were 139,523 visitors in total, of which 33,338 were from outside Italy – 14.9 percent fewer than last year.




more feminine variant is the **Easyflip** prototype, where the lid opens somewhat less dramatically.

The company was highlighting many new product variants in terms of valved closures for baby products. The valved closure allows the product to be used with just one hand without spilling. On **Aveeno's Positively Ageless Warming Scrub** the valved closure ensures that no water gets into the pack, as the product actually becomes warm when in contact with water. The idea is for this to happen on the skin – not in the tube.

**Emsar** showcased a further development of the **Squeeze Mist** product, a 3 ml or 5 ml spray pack for travel use. With the first version one could not see whether the spray head was closed or not. Now the actuator can be twisted through 45° and is then ready to spray. A special groove shows the direction of the spray. The product is particularly suitable for refillable fragrance samplers and hairstyling samples.

### Intelligent dual pack

**Heinz Glas** showed an interesting patented decorative effect which they call **Logozen**. When light falls on a dark bottle that bears a bright logo it looks as if the light goes into the bottle and illuminates the logo from within. To achieve this effect the bottle is metallised on the outside and then sprayed with a dark colour. The desired logo or product name is etched out by laser. When the light falls from above a mirror effect is produced and the silver rear surface of the metallised

ing becomes visible. A prism is integrated below, that adds to the reflective effect.

Whether it's for a mascara base with mascara finish, or lipstick plus lip-gloss, or mascara plus eye-shadow – the new **Harmony Duo** concept from **Geka Brush** gives the user the freedom to decide which two colour cosmetics products go best together for everyday use and are most suitable to carry together in a combined package. At the point of sale the consumer can decide which cosmetics of her choice she wants to combine in this unusual, patented pack. Thanks to the unified closure shape any container can be combined with any other without a linking component. In this way an individual harmonious blend can be combined in one strikingly attractive design.

To make **Glass Polymer** packaging particularly attractive there is now a choice of thousands of colour nuances from **Rebhan** that can be used to create numerous decorative effects. From screen printing through high gloss embossing or metallisation to lacquers with an appealing tactile effect, there are plenty of

options available to produce an unmistakable product look. In addition the company is expanding the standard **Accent** and **Vario** ranges. The **Accent** range, which previously consisted of a 250 ml bottle and a 200 ml bottle, will now also include a 200 ml bottle. The products are fitted with an attractive 2-colour moulded cap that offers lots of colour options for the whole pack. The large flat areas on the front and back offer plenty of space for creative design. The HDPE bottles are suitable for toiletries such as shampoos, shower gels or lotions.

In the **Vario** range, used for example for shampoos and lotions, all four bottle sizes have the same diameter and vary only in height. They are round HDPE bottles and can also be printed all round. A new addition to the range is the large number of caps and pumps.

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Natural cosmetics:  
Legal regulation  
in sight?

### Events

Cosmopack review:  
Elegant new ideas

### Packaging

The increasing popularity  
of airless packaging



### VIP of the Month

Dr. Valérie Pian of  
Cognis talks about  
polymers with tailored  
sensory properties