

COSMETICS
TRENDS
TECHNOLOGY

COSSMA



SUSTAINABILITY

Finding resource-saving solutions

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Target group generation Z

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**“ECOLOGICAL
OPTIMISATION
WILL BE THE KEY
FOR CONSUMER”**

Christian Eisen, Vice President
Global Sales & Innovation,
Faber-Castell Cosmetics

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NEWS

SAMPLE-SIZE SOLUTIONS

SILGAN DISPENSING | Compact solutions for uses such as holiday samples, gift sets, travel sets, and in-store testers are offered by the new “Mini Nea line”. Based on the “Nea” platform, this pack provides a good evacuation rate and smooth actuation, as the manufacturer says. The mini products are available in three sizes: 5ml, 7.5ml and 10ml. They come in the company’s standard colours: black, white, and natural. Specific colours are as well available as several additional customisation options or a PCR version.

www.silgandispensing.com



Renovated look

BARALAN | The classical and refined packaging line “Minerva” expands with the launch on the market of the iconic 50ml jar in an amber version. In harmony with the most innovative market trends, the new amber “Minerva Jar” is said to accentuate the aesthetics of the packaging with the preciousness of its amber tone, to give life to an exclusive product in form and colour, synonymous with sophisticated luxury and refinement in the style, a concrete sign of the Italian soul.

www.baralan.com



Special creation

STOELZLE | The first technical challenge for the bottle of the new perfume “Jimmy Choo” was to obtain a significant narrowing of the neck for this shape of bottle with a very high corset, as the manufacturer says. To achieve this, the glass was pushed through a very narrow opening in neck and achieve the high-quality aspect shoulder which would ensure the correct



closure. The flatness of the face was subject to tolerance reduction to guarantee easy application of the JC monogram. The bottom glass distribution is said to give all the dynamic support to this line, which is slightly raised on each side.

www.stoelzle.com

REFINED DESIGN

CORPACK | Evolving out of a mixture of two luxury hair-care lines and their traditional square haircare range, the company came up with a logical symbiosis of these two styles, to create a unique and modern rendition of the past. The result is said to be a modern, square-to-round sloping design, with a subtle reminder of the previous generation, yet successfully carrying the brand forward in an ever-changing market. The bottles are produced with a 50% content of PCR PET.

www.corpack.de



The Beauty of cardboard

TEXEN | For its summer bronzing powder, Sothys selected a maxi-format palette with jungle décor. According to the manufacturer the texture of the paper is soft and smooth. For this development, the company chose paper from sustainably managed forest. Printed in four colours, Sothys’ jungle décor appears in “trompe l’oeil”. Its shiny finish is achieved thanks to a lamination process. The compact features an insert dyed in contrasting black designed to hold the pressed powder and texturized to resemble the outer décor. A magnetic closure holds the lid in place.

www.groupepetexen.fr

