

CELEBRATING OUR 23RD YEAR!

BEAUTY : PACKAGING

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THE ENERGY BEHIND BEAUTY'S NEW ECO-EMPHASIS

From packaging to manufacturing



Metal Mania
Quick-to-Market
Luxe Pack Los Angeles Review
MakeUp in Los Angeles Review
Cosmoprof Bologna Review
Luxe Pack New York Preview

Cosmoprof Bologna Hosts A Quarter Million Visitors



Cosmoprof Bologna's 51st edition attracted 250,000 attendees and 2,822 exhibitors from 70 countries.

PACKAGING EXCITEMENT COMES ON STRONG AT COSMOPACK.

Cosmoprof Bologna's 51st edition started out on a lively, upbeat note that carried through the event, which was held March 15-19. Not only were attendance and exhibitor participation at an all-time high, but vibrant signage and large video screens in the entrance, new features throughout and a revised organization of pavilion openings lent extra energy.

In addition to the 250,000 attendees at Cosmoprof, there was a record numbers of exhibitors too, with 2,822 companies from 70 countries.

One exhibitor Beauty Packaging spoke with, said: "There are so many people coming to this show, it's kind of crazy. People are stopping by without appointments and we have to ask them to come back."

COSMOPACK FACTORY

Cosmopack Factory, a popular initiative of Cosmopack, the event-within-the-event dedicated to the cosmetics supply chain, returned for its 6th edition this year. Here, visitors have the opportunity to see a product through from development to



Cosmopack Factory presented Powderful, an all-over, multi-use, multi-colored baked powder compact—with insight into the planning, design and creation of the package.

shelf, with a look at all of the stages of the manufacturing supply chain, which makes it possible.

This year, the Factory presented Powderful, an all-over, multi-use, multi-colored baked powder compact—with insight into the planning, design and creation of the package. Ease of application comes from a special brush designed to fit into the compact, giving it a playful but elegant look. Cosmopack exhibitors that took part in the project were Ancorotti Cosmetics, Ars Metallo, HCP, Nastritex, Pennellifaro and Vetraco Group. The concept was created by Centdegrés. This year's project was brought to life—and to retail shelves—with the aid of 3D technology.

An overall survey of Cosmopack exhibitors revealed a number of trends, including locking mechanisms (caps and closures); a syringe-look; intense metallic hues and finishes; pocket- and travel-friendly packages; big brush news; increased use of glass from color to skin care; and new shapes and sizes.

AROUND THE SHOW FLOOR

HCT Group stood out this year more than ever before at Cosmopack. Not only did the global supplier occupy a good portion of Pavilion 15, but the many new features they brought this year lent additional excitement and reinforced their theme of “The Future of Beauty.” Pulling inspiration for visuals from the neo-noir film genre, the company had designed a whole new show experience to inspire their customers’ future projects. Focusing on looks and packaging of the past with an updated, futuristic twist, current global customers and show attendees were intrigued with the pos-



HCT Group's 'live, stock catalog' was displayed in an enormous area of showcases, more than 1,000 square feet in size.

sibilities available in packaging, formulations and brushes. An enormous area of showcases, more than 1,000 square feet, served as HCT Group’s “live, stock catalog,” which included many pocket-friendly on-the-go pieces, such as a dropper pen for color or skincare, and the Lofted Face Stick, a modernized take on the traditional foundation stick.

As in the past, HCT Group customers and guests were invited to relax and refresh with pizza, salad, champagne, gelato and more, in the supplier’s adjacent custom trattoria.

In HCT Group’s very own beauty studio on the show floor, live makeup demonstrations were underway by professional makeup artists using HCT’s color formulations, specifically “The New Quintessentials,” four vital makeup looks that convey the turnkey supplier’s current perception of beauty through a variety of formula inspirations, ingredient selections, and “sensitively designed” packaging pieces. Each formula is perfectly paired with an HCT brush, which was used in the on-site applications.

The four looks include: Natural—Curated around natural ingredients with the high performance and finishes, and which features packaging pieces from HCT’s Pure line; Lux—Includes high impact formulas with depth and purpose, and features packaging pieces from the Osaka line; Athleisure—Designed for gym junkies and an athleisure lifestyle with a focus on water-resistant formulas, with packaging pieces from the Block line; and Galactic—Inspired by sci-fi beauty with a focus on distinctive metallic effects for eyes and lips, and which features packaging pieces from HCT’s Oval line.

APPLICATORS & BRUSHES

Cat Kong, vice president of sales, Cosmetic Brush Division, HCT Group, showed Beauty Packaging some of the special filaments being offered in the supplier's brushes, and made in their own factory. Kong said that while some customers still prefer real animal hair, HCT has committed to replacing natural hairs with carefully crafted synthetic filaments that seamlessly duplicate real hair.



HCT Group's G Collection—a synthetic imitation of goat hair—is the first filament in its "Unreal Series." They will be adding other popular synthetic animal hairs over time.

The "G Collection" is the first filament in HCT's "Unreal Series." This filament is a synthetic imitation of goat hair, and they will be adding other popular synthetic animal hairs to the Unreal Series over time.

With the Unreal Series, G Collection, users can achieve a flawless finish thanks to specially crafted synthetic fibers that utilize RS technology to replicate the wave length of real goat hair. These patent-pending filaments enhance the performance of not only powder formulations, but also cream and liquid. A high-end, luxury alternative to real goat hair, Kong said, "The G Collection offers parallel benefits with environmentally conscious and vegan features." Not to mention, they feel wonderful, too.

Anisa International revealed a number of brush collections at Cosmopack. One in particular that caught our eye was the



Anisa International's Mineral Spirits Collection interprets and "infuses the essence of six distinct crystals into six unique fiber offerings."

Mineral Spirits Collection, which interprets and "infuses the essence of six distinct crystals into six unique fiber offerings," explained Anisa Telwar, CEO. The crystals are ground extremely finely in order for 2% of their properties to be infused into the fibers. The energy represented by these minerals is captured in the color of the fibers. For instance, Rose Quartz is the stone of love, tenderness and spirituality, and restores trust and harmony in relationships and unconditional love. Citrine is the stone of abundance and manifestation, and stimulates the brain, strengthening intellect. Additional offerings in the colorful collection include Sunstone, Ruby, Amethyst and Smokey Quartz.

Pennellifaro was launching a new brush at the show, a flexible ring brush "like no other," said Sara Zanafredi CEO, adding,



Pennellifaro CEO Sara Zanafredi (l) and Mariangela Porpora present Fless, their new flexible ring brush, which took more than three years to develop.