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INNOVATIONS THAT DRIVE BRANDS

The Dark Side of
Influence

RETHINKING FRAGRANCE

Formats, ingredients and packaging.

3 Packaging Concepts
for 2018

Allured business
media

Cosmoprof Bologna: Packaging Innovation Highlights

Cosmoprof Worldwide Bologna 2018 welcomed more than 250,000 visitors, the organization has announced. The show saw an 11% increase in foreign operators, as well as a record number of exhibitors—2,822 from 70 countries. The event included a range of new packaging innovations. Here, we provide some highlights.

Baralan: Translating Technology to Market-friendly Innovation

During Cosmoprof Bologna, Baralan displayed its range of packaging for makeup and skin care, including Meghan bottles and dual-chamber Maria Cristina jars (see photos). According to Caroline Baranes, Baralan's business development manager, the company is synergistically leveraging its global reach for its customers through R&D, innovation and marketing.

Baranes began her career at a large multinational beauty company, focusing on luxury perfumery and cosmetics, which taught her to focus on customer needs and trends. Working in sales and marketing, she found that brands were more consumer-savvy and stronger in digitization than their suppliers.

At the same time, Baranes was able to learn how brand teams were structured and what their needs were. She says the experience made her more passionate about the product and what it means for the consumer.

In joining her family's company, Baranes began to work across departments, particularly sales and R&D. This taught her how the packaging manufacturer was aligned compared to its customers. She explains that packaging is highly technical, but marketers aren't always prepared to absorb the minute details. That's why it's important for suppliers



Rusty Martin global marketing director, consumer and industrial segments at Porex (far left), presented the company's new Fiber Cushion.

to help customers meet their needs and understand the technical aspects.

She adds that big companies are highly fragmented, especially when one begins to work internationally. This is where Baralan can leverage its global power synergistically for the customer

by delivering relevant R&D, innovation and marketing prowess.

To successfully translate brand objectives and technical innovation requires a specific presentation style, said Baranes. She noted that Baralan recently hired an global R&D lead



Baralan's line of bottles are designed for skin care and makeup, including nail polish. The line includes a curved silhouette and is available in 30 and 50 ml variants with cream pump style options, as well as nail polish bottles of 8, 10, 12 and 15 ml variants with brushes, caps and overcaps.

Baralan's Maria Cristina features a divided cavity to hold different products in a single glass container. The format is appropriate for eye cream and face cream, primer and foundation, day cream and night cream, and other pairings. The jar is produced in one injection step using a single-mold cavity.



and internal designer to improve the organization's responsiveness.

The designer can compose custom renderings that allow Baralan to deliver creativity that is executable. The added capabilities allow the firm to support the customer from the start of an idea through the production of the product.



Anisa International's skin care tools offer cleansing, moisturizing and treatment functionality.



Anisa's Mineral Spirits range infuses finely ground crystals into its fibers.



Anisa's Wing Collection comprises tools with a unique head shape for prestige cosmetics.



Anisa's Artisanal Collection offers flexible fibers for powders, as well as denser brushes for liquid formulations.

Baralan can use its scale to optimize pricepoint, select the appropriate glass quality and source, and determine which factories to use. All of which cuts down the design and manufacturing time. Which, in the age of speed-to-market, is critical.

Reinventing the Cushion Compact

In a presentation at Cosmoprof Bologna, Rusty Martin, global marketing director, consumer and industrial segments at Porex, presented the company's new Fiber Cushion, which will be officially unveiled at Cosmopack Asia. The technology will reportedly offer an optimized experience for liquid-based formulas in an on-the-go compact. The secret, according to the manufacturer, is a multi-layer, multimedia cushion (patent-pending).

The cushion technology can be used for foundations, concealers, blush, skin care serums and perfumes, according to Porex. It is compatible with alcohol- and water-based formulas, as well as large particle sizes.

The cushion features a uniform surface and can be die cut into various shapes, or standardized shapes and sizes. The cushion's construction reportedly prevents formula from leaking or releasing too much material in a single application, allowing for the delivery of a consistent amount of formula every time.

On-trend Tools for Skin Care and Makeup

Anisa International showed off several of its trendiest collections, including its latest skin care tools. According to the company, 41% of women are interested in trying skin care tools, particularly for cleansing.

The range of 14 tools broken down into several categories, including Cleanse, comprising tools that remove dirt, oil and sebum "better than hands and water," according to

the company. The tools are reportedly compatible with foamy soap, milk and gel cleansers.

The moisturizing tools are designed to improve skin tone, texture and product penetration and are compatible with skin moisture protectors, masks, daily defense creams and facial oils, as well as products designed for application to the neck and décolleté.

The treatment tools are designed to pair with treatment serums and creams, skin corrective products and eye gels. The tools allow users to

carefully control application without irritating the skin.

Anisa also displayed its trendy crystal-inspired brush collection. The Mineral Spirits range infuses finely ground crystals into its fibers. The collection includes Rose Quartz (“Stone of love, tenderness), Citrine (“Stone of abundance and manifestation) and Smokey Quartz (“Amulet of protection”).

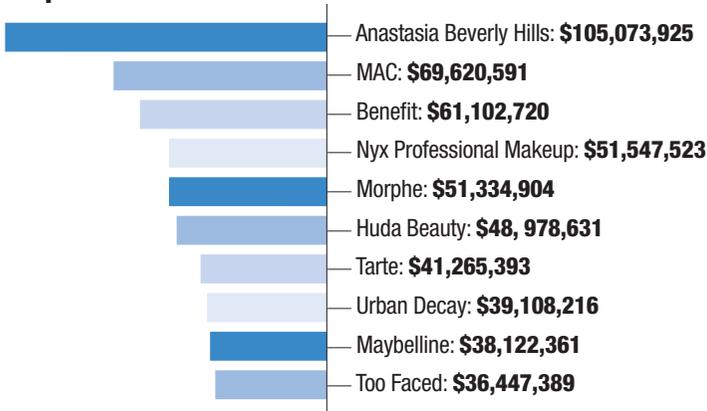
Anisa’s Wing Collection comprises tools with a unique head shape for prestige cosmetics that “delivers a universal application with perfect

blending ability,” according to the company. The range includes variants for blush, concealer, powder, smoky or sheer effects, and blending.

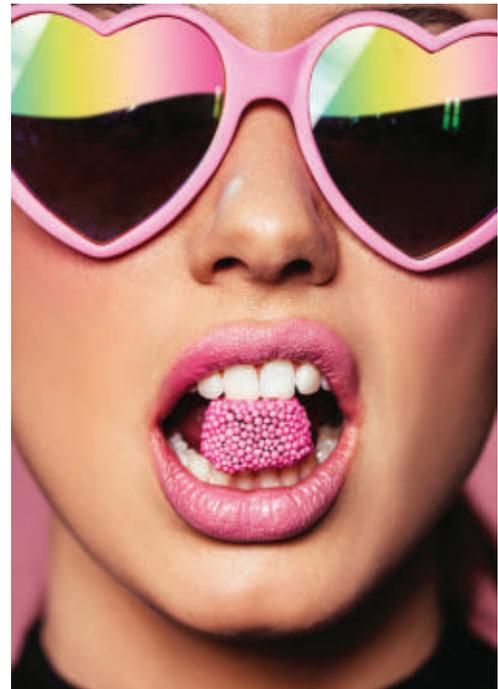
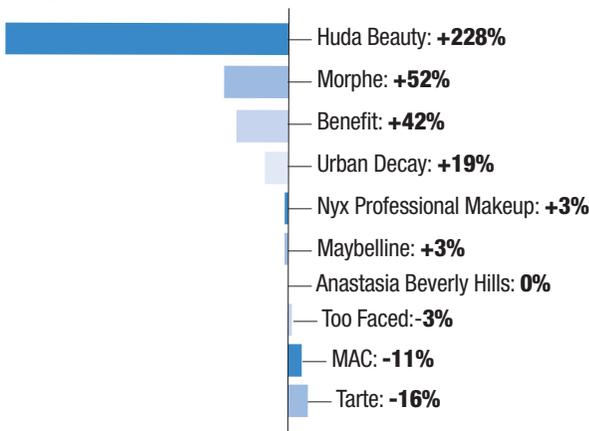
The company’s Artisanal Collection offers flexible fibers for powders, as well as denser brushes for liquid formulations. The range includes variants such as The Weightless Warrior for powder formulas, The Imperfection Eraser for cream-based foundation applications, and The Detailed Primer with an angled ferrule for precise application for the lips and eyes. ■

Top 10 makeup bands by earned media value (EMV)^e

Top 10 EMV



EMV growth rate—2018 versus 2017



^eData gathered by Tribe Dynamics (www.tribedynamics.com) for the month of February 2018. Tribe Dynamics defines EMV as the “metric that quantifies the estimated value of publicity gained through digital earned media and their respective engagement levels.” When determining EMV, Tribe Dynamics analyzes posts from influencers, brands, retailers and publications; platforms, including Instagram, YouTube, Facebook, Pinterest, Twitter, websites and blogs; and engagement, including comments, tweets/retweets, favorites, likes, pins/repins, shares and video views.