



Flairosol was shortlisted for Concept of the Year at the ADF Innovation Awards

# A packaging eye-ful in Paris

Beauty might be only skin-deep, but it's also a profitable business for the packaging industry. **Dominique Huret** reports from France

The Paris packaging fairs for cosmetics, perfumes and aerosols used to take place each year at the end of January. This time around, it was rebranded Paris Packaging Week, and held over the summer with four segments covering cosmetics, aerosols, drinks and fashion under a single roof. And there are certainly worse places to spend a summer week than the Paris boulevards terraces, especially after two years of the pandemic. Plenty of innovation and claimed industry-firsts were on show at the exhibition, including Albéa's

EcoFusion Top, which features a single open-and-close system in order to reduce the number of tube components to just two. "EcoFusion Top is a first on the beauty market and this is a new milestone in our product roadmap," says Caroline Hughes, marketing manager for Albéa Tubes. "Reducing plastics use through weight reduction is a top priority in our responsible tubes roadmap. This two-in-one system will be available with various sleeve options such as Greenleaf for laminate tubes and the Thin-Wall technology for extruded tubes."

The two-in-one head plus cap was specially designed to clearly "visualise" the material saving. The fusion of the head reduces the weight of the tube by 55 per cent compared with a standard tube – with an equivalent benefit on the carbon impact of the packaging. The system is made from HDPE and available for both laminate and extruded tubes. "From our Albéa Cosmetics & Fragrance packs, you can see that we are accelerating the use of post-consumer recycled (PCR) content in rigid cosmetics packaging to

lower the virgin raw material's environmental impact," adds Sonia Huneau, Albéa's communications director. "Our newcomer is Breizhstick, a four-piece mono-material PP stick that is recycle-ready while answering several criteria of beauty packs, such as light-weighting, shape differentiation, and mechanical resistance.

"This first guided all-PP stick with gentle components matches perfectly the soft, caring formulas typically found in lip balms. As for the name Breizhstick, it is a nod to Breton identity, as it is made in Plouhinec, France, Albéa's European centre of excellence for lipsticks."

Addressing its own future needs, Aptar has been busy working on plastics-dispensing products that are made from mono-materials to facilitate the recycling process. Indeed, traditional pumps often contain different materials, including metal components that can, in some cases, complicate recycling. Because Aptar's Future pump is made from just PE (and also available in PCR), it aligns with the most common materials used to make bottles.

"Our motto is to target an ideal situation for the complete value chain," explains Madalina Dragan, marketing manager for Aptar Beauty + Home. "We want to propose mono-material packaging to our customers where the container, the closure and

*"Our offer focuses on a creative and daring beauty routine, respectful of the environment"*

Isabelle Louis, Arcade Beauty

dispensing system are made from the same material family. This allows the consumer to put empty bottles of body lotion, shampoo or shower gel easily in the recycling bin. This way, it enters a circular lifecycle and can be turned into another product. It looks easy but this was a big challenge for our innovation team."

Standout features of the Future pump include an incorporated on/off locking

system, a 360-degree actuator and several different ring colours for customisation. Future is said to be compliant with the rigorous Amazon ISTA 6 protocol, which validates delivery packages through the Amazon distribution network.

The marketing director of Arcade Beauty had a lot to share at the exhibition, presenting innovation from sampling to full retail solutions.

"In early June, we launched a flexible pouch called Ecopack in a 100ml format, using mono-material (PE for pouch and cap) for Elgydium toothpaste," says Isabelle Louis. "It is lighter than a traditional tube, with no need for a cardboard case, and it's recyclable."

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Below: (from left to right) Aptar's Future Pump is made from just PE; Arcade Beauty, Amcor and IMA Ilpack worked together to develop the Doypack Mono PE; Roctool partnered with Texen to make an eco-designed makeup compact; Albéa is advancing the use of post-consumer recycled content; Yonwoo's Eco Dropper is produced in 100 per cent PE/PP; Tension Body is an airless package; Ecopack was designed using mono-material

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From left to right: Dean Joung, custom development project manager; Sean Cho, global key account manager; and Yejong Kim, European regional manager of Yonwoo



Above: Sonia Huneau, communications manager for Albéa. Above right: Arcade Beauty's Isabelle Louis  
Left: Madalina Dragan, marketing manager for Aptar Beauty + Home. Below left: A side view of Nivea's EcoRefill foam soap product, aimed at satisfying the mantra of refill, reuse and reduce  
Below right: Reynders and Avery Dennison have teamed up with near-field communication technology



Meanwhile, the Doypack Mono PE for L'Oreal Paris is a refill pack, produced in collaboration with Amcor and IMA Ilpack. In order to capitalise on its beauty industry expertise, Arcade Beauty has founded a retail division, which includes total project management, marketing, formulation, manufacturing, packaging, and delivery.

"Our offer focuses on a creative and daring beauty routine, respectful of the environment," says Louis. "It anticipates market demand and meets the expectations of all types of customers, from major groups to digitally-native vertical brands (businesses born online and extending to physical locations). Classic, must-have, ultra-innovative, and even Instagrammable, the products are the result of a thorough marketing study and an expert analysis of market trends: water-free formulas, the 'home institute' trend, DIY, and a shortlist of selected ingredients."

Belgian firm Reynders Labels demonstrated its collaborative work with label manufacturer Avery Dennison. In this instance, the latter provides the substrate with near-field communication technology and Reynders produces the labels and programmes the chip.

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"We have already got some big orders from the pharma sector and are strong believers in the development of this market," says Michiel Van de Perre, Reynders key account manager.

In other news, Texen and Roctool have partnered on an eco-designed large makeup compact, produced for Chanel. Texen spent 18 months investing in R&D, industrial capabilities and in rebuilding conventional logistics, while also sourcing food-grade rPET and a suitable varnish. The company invested in Beauty Experience Sensation Surface technology, which allows the optimisation of component manufacture, including ultra-thin parts, reportedly giving them super-premium aesthetics and absolute shine (where Roctool is involved).

Somater, a French packaging converter for the cosmetics, pharmaceutical, food and industrial industries, is partnering with major brands and has recently started producing the Raven bottle for L'Oréal. The injection blow moulded PE bottle has a wall thickness reduced to 0.4mm and is being used for a men's hair colour product.

German converter Edelmann Group, an independent family business serving the packaging industry, has also been collaborating and recently teamed up with Beiersdorf to produce the EcoRefill Caring Foam soap dispenser. Made from 100 per cent recycled

material, yet transparent, the container is designed for use with solid tablets, which are dissolved in water to create foam.

Marketed by AFA Dispensing, Flairosol is a spray bottle designed for personal care products. It comes with patented 'continuous-mist' spray technology and is completely free of any gases or propellants. It includes a refill/recharge system that the Dutch company claims "outperforms traditional aerosol-based and bag-on-valve solutions, both economically and ecologically".

The head is made of polyolefin and the container from PET or HDPE. The weight of the Flairosol for personal care is +/-40g, and the company is targeting applications in hair care, body care (for example, sun lotion), and

face care. In Paris, Flairosol was shortlisted for Concept of the Year at the ADF (Aerosol & Dispensing Forum) Innovation Awards.

And finally, with three different awards across categories, South Korea's Yonwoo could not be missed. In personal care, Tension Body is an airless package that dispenses formula by pushing the outer bottle inwards, rather than pressing on the actuator. The 3ml One Material Pump is a "100 per cent sustainable" dispenser, with all components made from polyolefins, including the pump.

The auto-loading Eco Dropper is also produced in 100 per cent PE/PP, suggesting once again that the trend to remove complicated parts and competing materials from packaging is here to stay.

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