

Quadpack launches education campaign

UK-based packaging supplier Quadpack has launched a new web site to educate and inform visitors about airless dispensing technology for skin care and colour cosmetics.

As a founding member of the Airless Pack Association (APA) and distributor of Yonwoo airless solutions, the new website is the first step in Quadpack's campaign to encourage understanding about the benefits of Airless technology.

"Our new website tells you everything you want to know about the technology, benefits, functionality, product innovations and news. We trust it will become a valuable resource for knowledge on the subject," said Tim Eaves, Quadpack ceo.

Trade contact: www.quadpack.net

FROM THE HEART: Aptar Beauty + Home has created fashion and fragrance brand Diesel's latest "weapon of seduction" by crafting a multi-faceted heart-shaped bottle for its new Loverdose fragrance. Aptar created a black tube covering in polypropylene combined with a VP4 crimp pump in three sizes for the bottle. The dip tube coverings were made to withstand all stages of the manufacturing process, from mounting them on the pump right through to the packaging itself, according to Aptar.



Finally, the company fashioned Loverdose's signature heart-shaped glass flacon before adding the finishing touch – an engraving of the Diesel name on the top of the metal actuator.

Trade contact: www.aptar.com

Albéa greens up for L'Occitane

France-based packaging company Albéa has partnered with organic cosmetics company L'Occitane on the launch of several new products in its Verdon and Aromachologie ranges. Albéa has created a range of eco-friendly tubes for L'Occitane featuring almost 50 per cent PCR plastic in the body and cap.

Albéa's Soft Precitube was chosen to present the brand's Outdoor Moisturiser in

the Verdon range. It features an airless pump, which is said to protect the product and aid dosage.

Meanwhile, Albéa's Artist Roll'on has been used on L'Occitane's Instant Energy Eye Gel, while its cannula head nozzle tube has been used to house L'Occitane's Concentrated Mask – the latest addition to its Aromachologie range.

Trade contact: www.albea-group.com

Jafra goes upmarket with Fusion

Direct beauty sales brand Jafra has partnered with US-based Fusion Packaging's Elle collection for its latest cosmeceutical skin care launch. As part of its Jafra Pro line, Jafra has launched three high-end skin care products: Even Tone, Face Lift SPF 20 and Night Recovery Concentrate, all packaged in Fusion's Elle collection. The 30ml airless bottles are said to offer premium appeal with its custom gun-metal coloured polypropylene bottle and actuator, and silver vacuum metalised locking collar.



"The decision to partner with Fusion Packaging was easy. We were looking for a premium, elegant, prestige package that would elevate the overall experience of our products with our customers," said Terry Grabow, worldwide marketing manager, Jafra Cosmetics International.

She added: "Jafra Pro is the halo brand for Jafra Cosmetics. The requisite packaging for this important launch needed to be signature and impactful."

Trade contact: www.fusionpkg.com

Topline acquires Cosworld-Primapack

US cosmetics packaging company Topline Products has acquired Cosworld-Primapack, a subsidiary of the Cosfibel Group. The acquisition is said to help Topline grow its European customer base.

"Europe is a dynamic marketplace for innovations in beauty and personal care and the acquisition strengthens our position to compete in this market by utilising Topline's global manufacturing

locations," said Charles Chang, Topline president.

As part of the transaction, Topline will acquire all the assets of Cosworld-Primapack including its entire global staff. Primapack's current office will be consolidated with Topline's, while Jean-Luc Haulet will become gm for the new Topline European organisation.

Trade contact: www.toplineproducts.com

ICMAD rewards young design talent

The Independent Cosmetic Manufacturers and Distributors association (ICMAD) recently celebrated the winners of its 2011 ICMAD Young Designers Competition at an awards ceremony in New York. The winners, which included three finalists from prestigious design schools, are said to have shown exemplary creativity and

knowledge of cosmetic packaging needs. The winners included Cheuk Lau, who won first place, Chad Lowe, in second place and Irina Shvarts in third. Their submissions were judged on uniqueness of design, the ability to be reproduced economically, ease of use and storage.

Trade contact: www.icmad.org