



# NOT JUST PREMIUM TOUCH OPTIONS

**Events** | Be prepared to find fascinating new developments from international Cosmopack exhibitors, March 16–19 in Bologna.

**A**ptar, Hall 15, Stand G9-F10, features its bulb atomizer for the new oriental fragrance **Étoile des Reves** from **Mugler's Angel** range. For this new eau de parfum, Angel has created a brand-new nighttime ritual with the bulb atomizer inspired by the boudoir tradition.

[www.aptar.com](http://www.aptar.com)

**Alkos**, Hall 15, Stand D6-E5, presents **Filling Brow Marker**, an eyebrow marker with a bevelled tip for precision. The flat part of the tip easily fills in sparse areas. Its long-lasting formula clings to both skin and hair and will stay put for hours. The com-

pany's felt-tip **Color Block Eyeliner** draws precise lines and provides high-impact colours with its long-lasting formula. Its pen-like felt tip imparts thin or bold lines with instant colour lay-down. The **Tattoo Lip Contour Lipstick Pencil** lip stain features a pencil-like tip and an easy grip to draw precise lines. The moisturising formula does not dry out lips.

[www.alkos-group.com](http://www.alkos-group.com)

## Appealing airless option

**Bomo Trendline**, Hall 18, Stand C23, present their **Airlessio** airless dispenser for valuable and sensitive products such as natural skin care

creams, body balms, serums, lotions and other preservative-free formulas in five different sizes between 50 and 200 ml. The patented nozzle closure system reduces product contamination and dry-out and extends product shelf life.

[www.bomo-trendline.de](http://www.bomo-trendline.de)

**Faber-Castell**, Hall 18, Stand D28-E11, will showcase their sharpenable **Slim Plastic Pencil**, which is available in any colour, now with a matte finish and two new textures. The **Magnetic** formula has a gel-like consistency. Its high pigment concentration ensures a rich colour pay-off in one stroke. **Metallic Bling** intense metallic liners are infused with fine sparkling pearls. As eyeliner they last for up to 16 hours and as lip liner for up to 8. The **True Velvet** highly-pigmented pencils create a long-lasting, intense, matte eye makeup.

[www.fc-cosmetics.com](http://www.fc-cosmetics.com)

**Fasten**, Hall 18, Stand E22-F21, presents **Iconic!**, a customised designed

## ► COSMOPROF AT A GLANCE

2,604 companies (94 more than 2016) from 69 countries worldwide will be exhibiting at the 50<sup>th</sup> edition of Cosmoprof Worldwide Bologna\* from March 17 to 20, 2017. 73% of them come from foreign countries. This year's 29 Country Pavilions constitute a 16% increase. For the first time ever, Argentina, Chile, Japan, Latvia and United Arab Emirates/Dubai will exhibit.

\* organised in collaboration with the Italian Personal Care Association Cosmetics  
[www.cosmoprof.com](http://www.cosmoprof.com)



Faber's sharpenable plastic pencil for long-lasting formulations can easily be customised

► **COSMOPACK AND COSMOPRIME**

**Cosmopack**, the B2B event involving the supply chain, will be held from 16 to 19 March 2017 with 448 exhibitors, 8% more than in 2015. 50% come from 29 countries. For this year's 4<sup>th</sup> **Cosmopack Wall Award** "Let's get emotional ... urban poetry", the Cosmopack exhibitors entered 73 projects that follow a new concept.

**Cosmoprime**, held in conjunction with Cosmopack, is a new special area in Pavilion 19 dedicated to retailers, from the high-end mass market to prestige and niche perfumery, with 151 exhibitors (81% coming from abroad) from 28 countries. This area will also feature **The Perfume Factory**, powered by **Cosmopack** and in collaboration with **Accademia del Profumo**. It will stage a real supply chain producing a limited edition fragrance in collaboration with **ICR, Bormioli Luigi, Candiani, Aptar, Ima Group, Coven Egidio, Pusterla 1880** and **Industrial Box**. Cosmoprime will also feature the area **BeOrganic** with organic beauty products.



Fasten's diamond-shaped bottle is squeezable

bottle. Its diamond shape in a still-squeezable material makes it convenient to use. Due to the transparent finish of the bottle, the liquid inside could be coloured in any fresh colour.

[www.fasten.nl](http://www.fasten.nl)

ers and an eyebrow applicator. The highlight of this set featuring the trends of spring/summer 2018 will be a mascara brush, now available as a standard brush, which is produced with their patented moltrusion process.

[www.geka-world.com](http://www.geka-world.com)

**Geka**, Hall 15, Stand D14, have developed the **Sweet Candy Collection** including mascara, lip gloss, eyeliner

**HCP**, Hall 15, Stand B2-C5, will be exhibiting CP trends for spring/summer

Bomo Trendline's airless dispenser has a nozzle closure to reduce product contamination and dry-out



HCT's soft-solid sponge for streak-free application



HCP's opulent and tactile combinations for a premium touch



HCP's Crystal Skies – one of four trends for 2018

## PACKAGING

Yonwoo's airless tube with a metal roller-ball applicator



Takemoto's oval tube with a twist on/off roll-on dispenser

mer 2018: **Jetset**, **Serenity**, **Crystal Skies** and **Fever**. The **HCP Luxury** range showcases opulent and tactile combinations for a premium touch, combined with matt metallisation on the **HCP Divine Quad Compact**.

[www.hcpackaging.com](http://www.hcpackaging.com)

**HCT**, Hall 15, Stand E22-F21; F18-G17; G26-H25, will be introduc-



Thermoformed unit-doses can be filled with liquids, creams or powders

## THIS YEAR'S HIGHLIGHTS

**CosmoTalks** are 20 seminars analysing trends, market analysis, new products and technological developments. The **Extraordinary Gallery** will host the latest beauty trends, with the most innovative companies and brands. Exhibitors from masstige perfumery will be able to show their products in a dedicated area called **Premium Perfumery**. The first edition of **Tones of Beauty** is a project devoted to the multi-ethnic beauty.

ing their **Gellie Sponge**, featuring a soft-solid material that combines the 3D deformation of a liquid and the memory shape of a solid. The technology for streak-free application is designed for minimum product waste. The sponges are available in a wide range of colours and can be finished with a large selection of different deco finishes, including embossing and debossing, printed designs and logos as well as the addition of materials.

[www.hctgroup.com](http://www.hctgroup.com)

### Roller tube for precision dosage

**Quadpack's** Skin Care Division, Hall 18, Stand E26-F25, launches the **Cooling Roller Tube**, a cross-technology pack that features a **Yonwoo** airless tube and a metal roller-ball applicator. It works with the most complex formulas with strict demands for precision dosage while offering formula protection. Yonwoo's airless technology shields the product from oxidation and external contaminants. A Luxefoil or five-layer co-ex structure makes the tube impermeable to organic and chemical substances, while acting as a barrier to light, gas and moisture. Suited for high-end eye serum, face serum, eye cream or spot body treatment, this tube offers targeted application in specific areas such as around the eyes, cheeks or chin.

[www.quadpack.com](http://www.quadpack.com)

**Takemoto**, Hall 20, Stand C58, is launching an oval tube fitted with a twist on/off roll-on dispenser. When the tube is pressed, the contents coat the stainless ball and the product can be applied as the ball is rotated. The ball's oval shape allows more contents to be applied in a single rotation

compared to spherical models and is perfect for massaging the skin.

[www.takemotopkg.com](http://www.takemotopkg.com)

**Toly**, Hall 15, Stand A6-B1, have created a range of new packaging for foundation beads, their latest design featuring a ribbed inner to keep the beads in place. On top of the net are different NBR covers which can be customised with the customer's brand logo. Collaborating with **Toly**, **Taiki** have created a new engine for Toly's standard cushion compact called **T-Engine**, a polyester mesh, that in comparison to a sponge can be top-filled and hold more product.

[www.toly.com](http://www.toly.com)

**Valmatic**, Hall 20, Stand E31, offers thermoformed unit-dose and vials with capacity from 0.5 to 100ml in barrier plastic film. The unit-dose can be filled with liquid, creamy or powder products and can be sterilised. Also on offer is a wide range of vials for hair, shapes from 1 to 15 ml free to use.

[www.valmaticsrl.com](http://www.valmaticsrl.com)

**Zahoransky**, Hall 20, Stand D17-E18, presents **Z.Sailfin**, a specialised upgradable production machine for mascara and interdental brushes, offering high output with consistently high product quality. The duo **Z.Pelican** 1 and 2, for facial and nail brushes, is suited for tufting facial or nail brushes. **Z.Tucan** is a production machine for nail polish brushes. The cost-effective machine requires little floor space. It offers automatic feeding, independent mounting of brush bodies and an integrated quality check. □

[www.zahoransky.com](http://www.zahoransky.com)

Additional information can be found on the Internet – see download panel

# COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

WWW.COSSMA.COM

## GO FUTURE: NEW IDEAS

The pleasure of texture

## SPOTLIGHT: CAPS

Sophistication and convenience are in the vanguard

Dr Karl Lintner,  
Kal'Idées

# “WHAT CONSUMERS WANT”

VIP of the Month

DR STEFAN HETTWER

Rahn Group

Improving the dermal structure

