



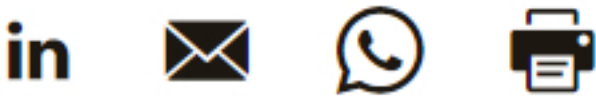
Accueil > Innovation

MakeUp in NewYork: Which products were shortlisted for a Packaging prize?

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The Pop Stick is fully monomaterial and highly personalizable
© Cosmei

From some 23 products, just five were nominated for a Packaging prize in this year's edition of MakeUp in NewYork's IT Awards competition. The winning innovations will be unveiled during a ceremony on the event's first day, September 18th, at 9:30am.

Rewarding the best innovations seen at the show, MakeUp in NewYork's emblematic IT Awards saw 53 exhibitors participate in this year's competition. Read on for the finalists in the Packaging category.

APC Packaging: Precision Powder Doser

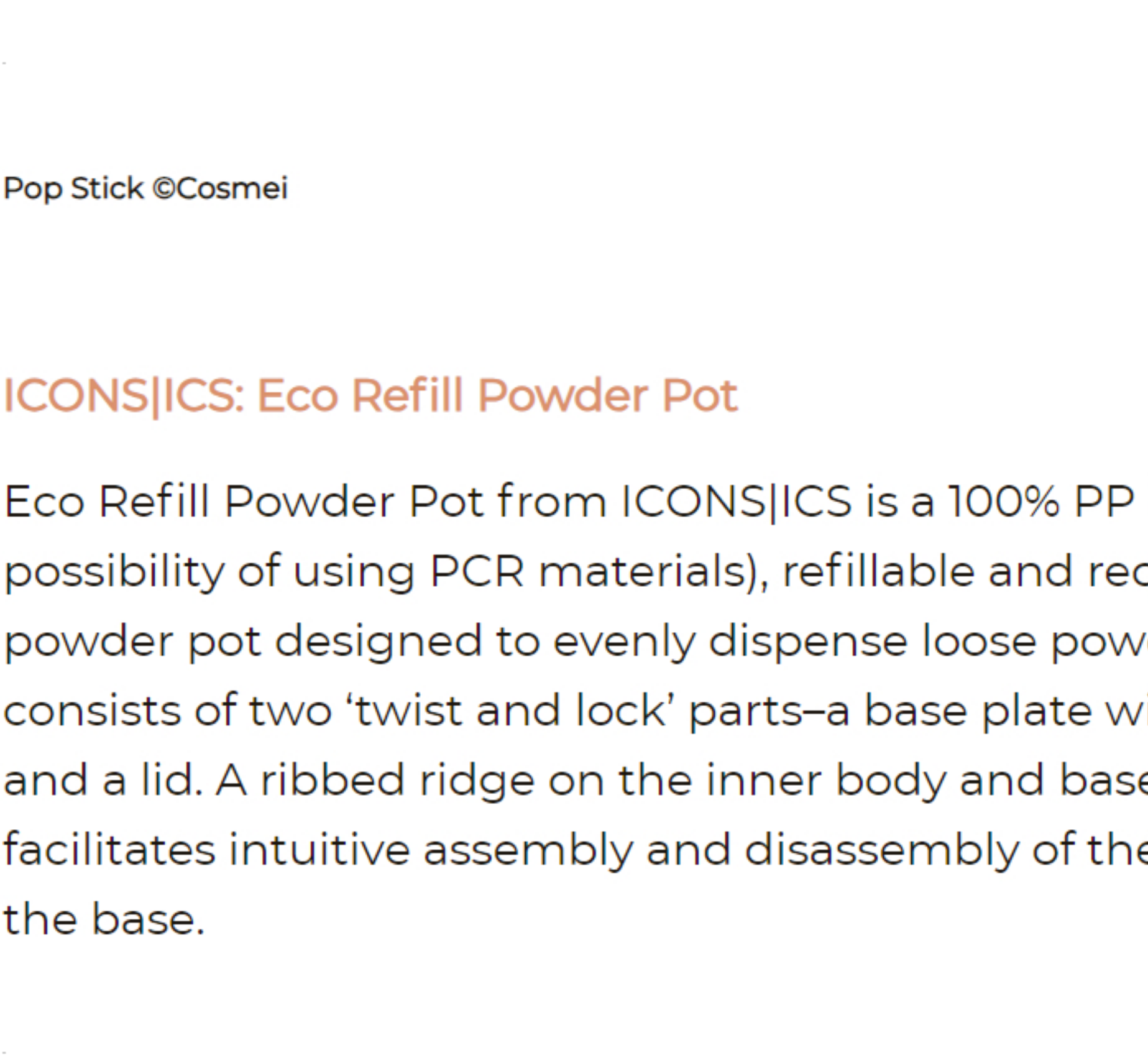
Florida-based APC Packaging introduced its Precision Powder Doser designed to simplify the gesture of powder application. It allows precise powder formula dosing through hand and wrist pour-like movement and avoids gestures such as pressing down a pump, squeezing a bottle or scooping the product out of a jar. The container is made of 100% PP (with PCR option).



Precision Powder Doser ©APC Packaging

Cosmei: Pop Stick

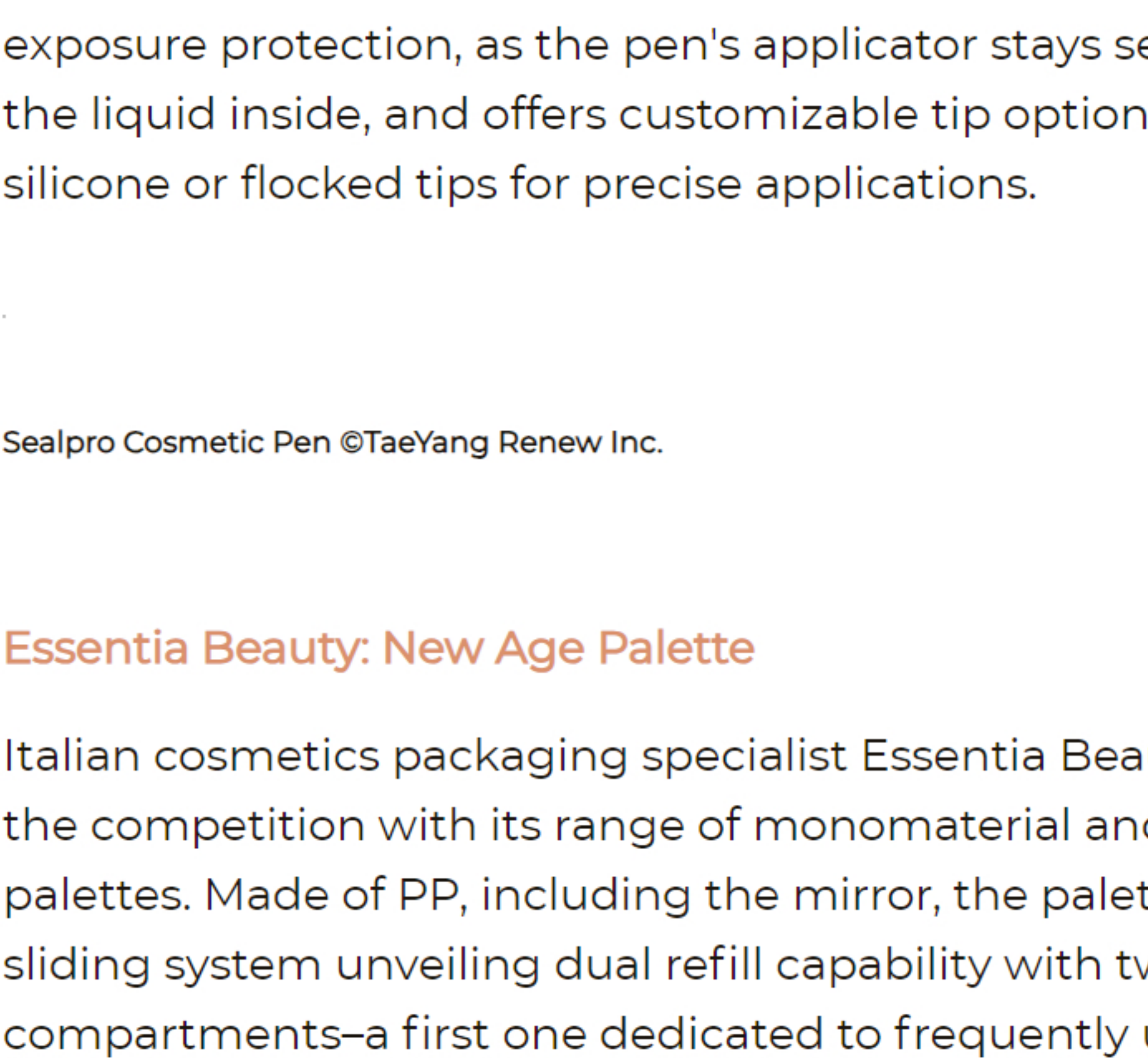
Italian cosmetic packaging manufacturer Cosmei's Pop Stick uses the supplier's "push'n release" system to allow product application without the need for sponges or brush applicators. A simple push gesture makes the product rise out of the container, and releasing it stores the product back in place. Made of PET plastics, the Pop Stick is fully monomaterial and "highly personalizable" when it comes to decoration.



Pop Stick ©Cosmei

ICONS|ICS: Eco Refill Powder Pot

Eco Refill Powder Pot from ICONS|ICS is a 100% PP (with a possibility of using PCR materials), refillable and recyclable loose powder pot designed to evenly dispense loose powders. It consists of two 'twist and lock' parts—a base plate with a sifter and a lid. A ribbed ridge on the inner body and base plate facilitates intuitive assembly and disassembly of the refill from the base.



Eco Refill Powder Pot ©ICONS|ICS

TaeYang Renew Inc.: Sealpro Cosmetic Pen

Aiming to improve existing cosmetic pens, TaeYang Renew Inc.'s Sealpro Cosmetics Pen is designed to dispense larger cosmetics pearl particles (over 300 micrometers), as opposed to traditional pens that only dispense fine particles. The formula is released by pushing a button that dispenses a controlled amount of the product, preventing spills and leaks. The supplier claims air exposure protection, as the pen's applicator stays separate from the liquid inside, and offers customizable tip options including silicone or flocked tips for precise applications.



Sealpro Cosmetic Pen ©TaeYang Renew Inc.

Essentia Beauty: New Age Palette

Italian cosmetics packaging specialist Essentia Beauty entered the competition with its range of monomaterial and refillable palettes. Made of PP, including the mirror, the palette has a sliding system unveiling dual refill capability with two inner compartments—a first one dedicated to frequently used products, and the second for lesser used shades. It features a removable top, allowing the consumer to select and switch the decor, instead of replacing the entire palette, which can be decorated using different techniques from fabric covers to 3D printing.

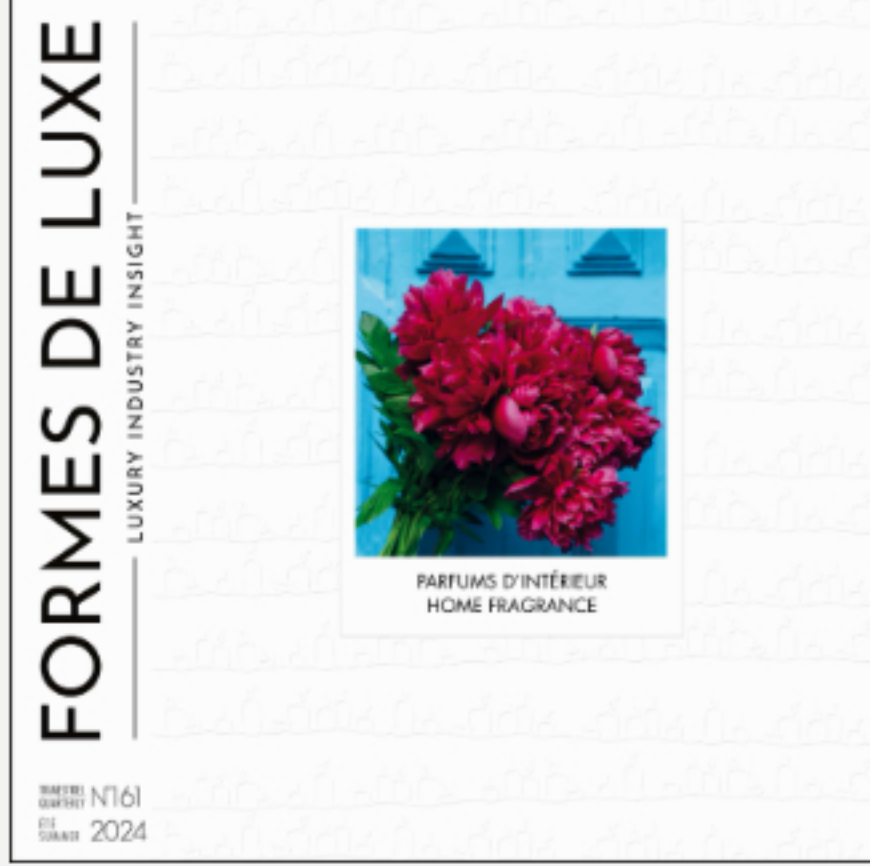
New Age Palette ©Essentia Beauty

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KEY FIGURES

+4%

The overall growth of the prestige home fragrance market in North America and Europe in 2023. While candles still lead the segment, growth is bolstered by gift sets (+32%), followed by diffusers (+4%) and room sprays (+6%). The most expensive collections are recording the strongest growth, with +12% for products costing upwards of \$50 and +31% for references costing over \$100. Source: Circana