

Visit HCP Packaging at MakeUp in Paris 2022 – Booth L42

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Packaging

HCP are a leading primary beauty packaging supplier that keeps the objectives of creativity, innovation and sustainability at the core of their development programmes



Join HCP Packaging at MakeUp in Paris 2022 to discover their latest new products launches for colour cosmetics and skincare categories. Get in touch with the HCP team to book an appointment or drop by booth L42.

Sustainable Packaging Solutions

As products with a reduced environmental impact continue to be high on the agenda, HCP are pleased to present new ready-to-go refill and mono-material designs. Packaging innovations with fossil-free bio-based materials and PCR resins from trusted sources are available across all product categories.



1. [Devotion Refill Lipstick](#)
2. [UNO - The Jumbo Mono-Material Mascara](#)
3. [Fossil-free Skincare & Complexion Packaging](#)

Applicator Innovation

Combine outstanding application results with sustainable credentials for the mascara and brow category, with HCP's fossil-free and bio-based material 'Eco-Flexi' for moulded applicators and bio-based fibres for twisted-wire brushes.

With full and fluttering lashes top of the list for many beauty consumers, HCP's unique combination of secondary trimming techniques and patented 'Spider Technology' creates fast volume and beautifully defined results.

Connect with SIMP for their Le Rendez Vous platform for fast-to-market, customised micro-injection moulded brush designs.

New for lip gloss and concealer, HCP's jumbo flocked applicators create a smooth and sensorial application experience.



4. [Essential Luxe Lip Gloss & Mascara](#)
5. [Get in the Groove: Fibre Brush Techniques for Maximum Volume](#)
6. [Eco-Flexi: Bio-based Material Innovation for Moulded Mascara Brushes](#)

Ready, Set, Glow!

2022 sees HCP launch a new collection of skincare pumps and packaging suitable for a wide variety of complexion products.

With a substantial investment in innovation and manufacturing capability to develop and industrialise pumps and packaging for the skincare category, HCP have debuted the patented 'Affinity Atmospheric Pump', with the 'Affinity Airless Pump' to follow.

The skincare portfolio includes high-performance, versatile designs for pumps, jars and droppers; offering competitive manufacturing and transformative decoration for this growing sector. These new items have been realised in record speed; utilising HCP Shanghai's tool-room expansion to fast-track packaging developments.



7. [Fusion Skincare Collection](#)
8. [Affinity Atmospheric Pump](#)
9. [Lotus Skincare Collection](#)

Experience HCP Trends Like Never Before!

Check out HCP's recent trend collections in their full wonder, captured in stunning video format.



10. [Stardust](#)
11. [Drift](#)
12. [SuperNature](#)

Operational Excellence

HCP's operational focus this year will be on consolidating manufacturing programs into their most efficient, state-of-the-art and sustainable facilities; with the Huai'an factory leading the environmental charge. Boosting global factory expansion; significant investment in HCP's Mexico plant sees the installation of injection stretch blow moulding capabilities and high-speed auto-assembly. HCP is now proudly ISCC PLUS certified in all regions.



Featured Companies



HCP Packaging ([more information, website](#))