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11 packaging innovations seen at MakeUp in Paris

By Kristy Dowlan
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Every year, the MakeUp in Paris trade show celebrates the cutting-edge industry developments seen among exhibitors through its Innovation & Trend (IT) Awards.

We've put a focus on the latest packaging innovations and outlined more about the winning entry, as well as the 10 finalists...

The winner: PPK & Morrama Maya Refillable Lipstick Packaging

The winning product for 2024 was a refillable lipstick case made of aluminium that features a refill made from bamboo pulp and bagasse, which resembles paper.

The lipstick case itself can be personalised and the refill smoothly slides into the case with just a simple twist.

Overprint La Surimpression Ecologique

The patented overprinting technique was designed to correct errors on already printed and/or filled packaging materials, so they can be reintroduced into the supply chain and packaging facilities. An innovation that could essentially prevent the loss of millions of packages.

Inessens Dorure Double Vue

A double-sided hot stamping technique that gives a gold finish on the back of the label, rather than traditional silver. It also offers a larger surface for copy/logos/communication due to the printing on the back.

Brivaplast Group ceramic applicators for hybrid formulations

This selection of three colour cosmetics applicators incorporate ceramic for its antibacterial properties and cooling effects.

The range includes a long spatula for the face and neck, a spoon-shaped tool for eye makeup application, as well as a deer foot-shaped applicator to target skin imperfections.

Axilone YSL Rouge Pur Couture Slim Velvet: Chinese Valentine's Day edition

A limited-edition lipstick featuring a base, cap, and an aluminium shell that's been adorned with a decoration inspired by the iconic YSL zebra pattern. To create the packaging, the process included: clean anodisation to prepare the aluminium for decoration, white luminescent lacquering that turns green at night, black screen printing to create the pattern, and a clear protective varnish. Its slim design with a square bullet enables precise and controlled application.

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HCP Packaging Twist Tottle 30ml

A compressible and compact bottle that enables one-handed dispensing and application of liquid cosmetics.

It can be made from PCR or other materials to create the best level of flexibility for the formula's viscosity.

The two-part cap can be reused on a refill bottle.

Cosmei SRL Styletto

A slim, ultra-thin, lightweight lipstick case that's designed to make application easier. It's made of two waterproof materials: PETG and aluminium.

GEKA formulation-compliant PCR-PP material for primary packaging

Mascara cases made from post-consumer recycled PP material, which complies with current European standards.

The pack is made with at least 95% recycled materials, yet still maintains its colour brilliance and can also be used for components that come into direct contact with the formula.

The packaging innovation can open new possibilities for PCR-PP bottles to be used for washable mascaras, as well as other primary cosmetics packaging.

Ctiklip Refillable Pact

A compact packaging solution for pressed powders or balms. It's made from four PET components in a monomaterial, minimalist design that is easy to reload and suitable for users of all ages and genders.

It includes a patented mechanism that tilts the lid back 180 degrees, to activate a moveable block linked to the hinge, which makes the refillable pan easy to remove.

FR & Partners SA Unlimited Palette

A case for makeup sets that's made from FSC-certified paper, with a design inspired by the Tangram logic game.

This case accommodates a complete makeup set on a single support while offering the flexibility of use with individual and independent palettes tailored to different application areas.

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