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MakeUp in Paris 2024 IT Awards: Who are the Packaging nominees?

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CTKCLIP's refillable palette features a unique refill system. © CTKCLIP

After spotlighting the previous three categories competing for this year's IT Award–Accessories, Formulation and Full service–we look into the Packaging nominees. The winners will be unveiled on the first day of the MakeUp in Paris show on May 29th.

Twist Tottle 30ml HCP Packaging

The 30ml Twist Tottle from primary packaging supplier HCP Packaging features a design that enables one-handed application and product dispensing. Designed for liquid beauty formulas including suncare products, foundation and serum, the flexible tottle is refillable and has a two-piece retainable cap, which is compatible with the refill base bottle. The cap's collar can be color matched, sprayed or metallized. Available in a variety of material mixes to achieve different levels of flexibility, the pack is manufactured by injection molding and extrusion blow molding.

The tottle is refillable and has a two-piece cap. ©HCP Packaging

Stylettu Cosmei

Italian cosmetic packaging supplier Cosmei highlighted its ultra-thin, lightweight lipstick case designed with a cap that fits into the case body for a more precise application gesture. Made of PETG and aluminum, the case is airtight and styrene free. The sleek

The tottle is refillable and has a two-piece cap. ©HCP Packaging

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The lipstick stick is made of PETG and aluminum ©Cosmei Srl

Maya Refillable Lipstick Packaging: PPK & Morrama

Chinese manufacturer PPK and UK-based innovation consultancy Morrama partnered on the Maya lipstick case. The refillable packaging is comprised of an aluminum case and mechanism, and a "paper-like" refill pack made of bamboo and bagasse. The refill cartridge slides into place using a twisting motion, allowing the user to easily switch between different products.

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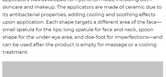
Italian manufacturer Broyedez Group's range of ceramic applicators was developed for hybrid formulas, including both skincare and makeup. The applicators are made of ceramic due to its antibacterial properties, adding cooling and soothing effects upon application. Each shape targets a different area of the face—small spatula for the lips, long spatula for face and neck, spoon shape for the under-eye area, and doe-foot for imperfections—and can be used after the product is empty for massage or a cooling treatment.



Each applicator tip is designed for a different area of the face ©Broyedez Group

Refillable Pact: CTKCLIP

The Refillable Pact from private label manufacturer CTKCLIP is a refillable compact packaging for pressed powders or balm-type formulas made from PET. It is free of adhesives and magnets, facilitating the recycling process, and the traditional metal hinges are replaced with plastic. The refill pan is detached by tilting the lid backwards by 180°, which activates a small push mechanism that lifts the pan. Aiming to reduce its carbon emissions, the supplier restricted its number of molds to four during production.

The refill pan is detached by tilting the lid backwards ©CTKCLIP

Unlimited Palette: FIBAPartners

Swiss manufacturer FIBAPartners introduced its Unlimited Palette makeup set characterized by a geometrical design. From a single product, to a full lineup, the palette can integrate multiple pans in a modular fashion. Unlimited Palette is made of paper decorated with soy-based inks, with a magnetic closure which can be replaced by a paper variant. Inspired by the tangram puzzle, its individual pieces can be easily detached.

The palette can include multiple pans ©FIBAPartners

Double-view gilding: Inesens

Printing specialist Inesens showcased its double-sided hot foil stamping which gives the back of the label a gold finish. This process enhances the visual impact of the product when the label is transparent or clear enough to see through and gives it a gold reflection. Aiming to enlarge the surface used to communicate with consumers, the technique offers numerous design possibilities, says the supplier.

The technology allows for a larger communication surface ©Inesens

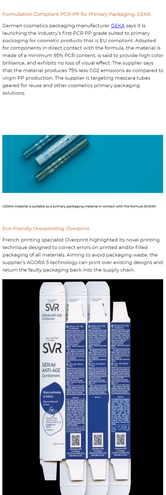
Formulation Compliant PCR-PP for Primary Packaging: GEKA

German cosmetics packaging manufacturer GEKA says it is launching the industry's first PCR-PP grade suited to primary packaging for cosmetic products that is EU compliant. Adapted for components in direct contact with the formula, the material is made of a minimum 95% PCR content, is said to provide high color brilliance, and exhibits no loss of visual effect. The supplier says that the material produces 75% less CO2 emissions as compared to virgin PP production. The supplier is targeting mascara tubes geared for reuse and other cosmetics primary packaging solutions.

GEKA's material is suitable as a primary packaging material in contact with the formula ©GEKA

Eco-friendly Overprinting: Overprint

French printing specialist Overprint highlighted its novel printing technique designed to correct errors on printed and/or filled packaging of all materials. Aiming to avoid packaging waste, the supplier's ACORA 5 technology can print over existing designs and return the faulty packaging back into the supply chain.



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