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Latest innovations in applicators

[Karen Young](#) - Aug 11, 2010

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In the past two years, much of the innovation in Personal Care has come from packaging. Suppliers have developed novel approaches to dispensing and applying beauty products. I'll highlight and review what I have found particularly clever and unique.

Roller Balls

This has been a huge trend, covering color cosmetics, skincare and [fragrance](#). Almost every major company has an entry here.

Color: The roller ball works reasonably well for dispensing loose, pigmented powder, such as eyeshadow and [blush](#). It also works well for the application of larger particle size, such as glitter.



Dirty Girl Body Glitter



Tarte Lock & Roll Eyeshadow



Avon Loose Powder [Blush](#)



Bella i Fiore EyeShadow

Skincare: In this category, the package becomes part of the application story, including massage, and a cooling sensation.



RocComplete Lift Serum



Clinique All About Eyes Serum



Olay AntiAging Eye Roller (multi roller balls)

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Where do you see the best potential for Cocoa butter & its derivatives in upcoming formulations?

- As an emollient in sun screens
- As an active ingredient in skin care
- As a natural surfactant
- None: they are standard products that do not bring innovation
- None: because the chocolate trend is over

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Garnier UltraLift ProX & Nutritioniste SkinRenew



Biotherm Aquasource Eye Perfection

Fragrance: The fragrance entries have 2 stories – travel & portability as well as a lower entry level price point. Consequently, this packaging appeals to a slightly younger market.



La Vanila



Lancome Tresor



Clean



Juicy Couture

Another roller category - much like a paint roller, found its way into the market.



L'Oréal True Match



Sculptinex Face Treatment



Dior Addict Lip Polish

Roller Ball [Foundation](#)

Brushes

This is certainly not a new approach for the application of personal care products, but brushes are showing up in new ways and becoming part of the dispensing system.



YSL Radiant Brush [Foundation](#)



Dior SkinFlash Primer



Garnier Skin Renew Brush PTR Instant Mineral [SPF_45 Powder](#)

Gel Cleanser

Nail lacquer in a flow through pen has reappeared on the market. There remains the challenge of product drying on the brush, but it's a great portability story.



Sally Hansen Color Quick Nail Pen

YSL Nail Touch Nail Lacquer Pen

Opi Nicole Nic's Sticks

Sponges

The sleepy [sponge](#) category took on some new life. It remains an excellent vehicle for applying and blending product, particularly color. There is the problem of hygiene, however.



Maybelline Instant Age Rewind Foundation (foundation flows through the [sponge](#))

YSL Touche Blush (powder flows through the sponge)



Spongeables [Shower & Bath](#) Sponge ([bath gel](#) inside the sponge)

Body Shop Kiss of Color Cheek Blush (the sponge is dipped into the product in the cap)

L'Oréal cleverly attached a [facial cleansing](#) "brush" to its new cleanser package:



L'Oréal Go 360° Clean

Packages that ARE Applicators

The Olay package is not new, but remains brilliant. Sally Hansen's recent entry is a variation on the theme: individual doses, fingers stay out of the product. What about the land fill?



Olay Regenerist Eye Pods Sally Hansen Insta Smooth Pods

A New Twist on Packaging

Not really new...but continues to re-invent itself, the powder grinder. The marketing message is "freshly ground" powder as well as portability without mess.



Clinique SuperBalanced Powder MakeUp
[SPF_15](#)



Smashbox Halo Hydrating Perfecting Bronzer

Applicators that Create a Buzz

Having tried these, I'm challenged to find true improvement in application, but it's another great marketing story.



Lancôme Oscillation Power Foundation



Lancôme Oscillation [Mascara](#)



Estée Lauder
TurboLash



Maybelline
Pulse Perfection
[Mascara](#)



L'Oréal Vibreux Collagène
Yeux

Mascara wands and brushes provide a constant source for innovation.



Givenchy Phenomen' Eyes



L'Oréal Telescopic Explosion



Clinique High Lengths



Rimmel Sexy Curves



Talika Lipocils Expert
(lash [conditioner](#))



Less an applicator and more a dispensing system, here's a brilliant concept.

The package has two chambers that allow for a controlled, customized dose.

Lip, foundation and [self tanning](#):



Avon SpectraColor [Lipstick](#)
Custom Creations



Revlon Radiance Self
Tanner



Aveeno Continuous

Jim Perry, the President of [TaikiUSA](#), an incredibly innovative company, was willing to share some of his thoughts about strategies and innovations in the beauty applicator world.

Taiki focuses on creating functional packages that not only dispense product, but add value to the overall concept, as well as enhance the consumer's experience using the product. The company is also exploring ways to make their products more sustainable.

They were among the first to develop and refine the concept of product flowing through a brush.



Neutrogena Mineral Sheers Powder Neutrogena Mineral Sheers Liquid Make Up

Olay AntiAging Eye Roller (seen above) was a Taiki design. Engineering multiple roller balls presented several challenges.

Taiki has developed synthetic brushes with anti bacterial fibers to reduce contamination. These are being marketing by a number of well known brands.



Jim acknowledged the company will shortly be announcing another significant breakthrough in this category.

Given the consumer's desire for meaningful levels of active ingredients, the fragility of many of these materials and the market's push for fewer chemicals & preservatives, package innovation is critical. Airless packaging, protecting ingredients from contamination, controlled and customized dosing, targeted application, perhaps even heating or cooling the product....these are all important considerations for the high tech formulas consumers are demanding.

The accelerated growth of alternative retail channels, such as home shopping television and the internet, where the product visual plays a significant role, will continue to move the personal care industry away from stock jars and tubes and into more sophisticated, market driven packaging.

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