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## Feature

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### Full Steam Ahead

**Supplier and marketing insiders agree that details are essential to the power of packaging.**

Melissa Meisel • Associate Editor

You can, indeed, judge a book by its cover when it comes to the packaging of a personal care product. Ingredients alone cannot sell a SKU; when it comes down to standing out on the store shelf, a product needs to have that "wow factor." Whether it is a revitalized graphic, a handy lid or a recyclable box, an increasing amount of personal care goods today are being produced with the power of packaging in mind. And it's the interests of the consumer that serve as the starting point—especially shoppers who are ahead of the curve.

According to Mintel Beauty & Personal Care (BPC), the "kinetique" trend will impact global beauty consumers in 2012. Point-of-sale (POS) retail and packaging elements also form a key part of this movement.

"We're seeing more connectivity both at point of sale—where consumers use smart phones to get information—and at home. From QR codes on pack to sound and video embedded in packaging, brands are increasing interactivity to enrich the product experience," said Nica Lewis, global skin care analyst at Mintel. She cited Urban Decay's popular Book of Shadows Vol. IV as an example. It has a USB port built into the palette so consumers can download makeup tutorials and listen to music while they're getting ready.

"This blurring of the on- and offline space is critical for brands and retailers. It allows them to get closer than ever before to consumers," she said.

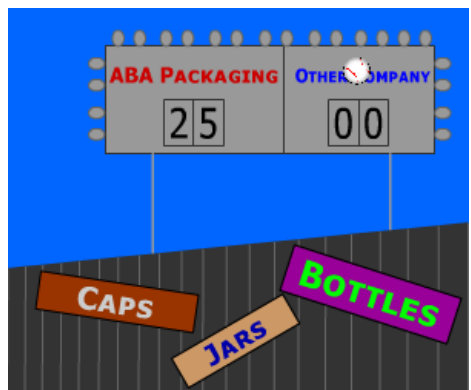
There is also growing use of tablets and screens at POS to personalize the in-store experience. For example, Clinique introduced iPads for client consultations in-store and RiteAid is trialing an in-store kiosk that performs anonymous video analytics to determine the age and gender of customers standing in front of it. The Reward Center then dispenses vouchers and customized promotions, noted Lewis.

Besides high-tech packaging concepts, shoppers are also seeking out sustainable resources. Perception Research Services of Fort Lee, NJ found that 36% of US shoppers want environmentally friendly packaging—up from 28% in 2010, and half are willing to pay more; 59% say environmental claims positively impact their purchasing behavior, according to a recent survey.

"We're seeing a great opportunity for manufacturers to provide truly value-added packaging to their target shoppers by making it more environmentally-friendly—primarily in the form of recyclability and recycled content—and clearly communicating these aspects. We have seen that it is vital to get both the message right (what is said) as well as the delivery (how it is executed on pack)—because one without the other will create a missed opportunity," stated Jonathan Asher, executive vice president at Perception Research Services.

#### On the Supplier's Side

The bar is continuously being raised for packaging that will protect more innovative formulas as they evolve from prestige through mass markets. According to Shannon Payne, vice president of sales, World Wide



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Packaging LLC, Florham Park, NJ, “This requirement for better protection of the formula through the primary package often requires some newer, innovative ways to design and produce the package such as material, process and multi-functional packaging.”

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Payne continued, “Most consumers today seem to be in search of packaging that is user friendly, but at the same time demonstrates the ability (at least within the primary package) to protect, promote and perform for the actual product/formula inside. Today’s consumer seems to be more challenged than what a consumer would have been years ago. The distinction between consumer age being tied to a brand is much less in the fact that many brands are positioning themselves to offer a wider range of product to a wider consumer group.”

In fact, the first time a consumer applies a product is the most important experience—this determines whether they will continue to use the product and see effective results, noted Jim Perry, president/CEO, TaikiUSA, Montvale, NJ. “Shoppers are looking for function and intuitive use, coupled with aesthetic value when they see a new package,” he told Happi.

According to Perry, TaikiUSA has developed more than 50 unique functional containers that make “the application experience” intuitive and simple, providing extra value to the product. The company recently introduced a mascara package with EcoG+ technology that can reduce or eliminate the need for preservatives in the product formula. By incorporating silver and silica, this patented process provides preservative protection, and the silica allows for a 40-70% reduction in use of petrochemical resins.

“Today’s shoppers are increasingly becoming educated buyers who consider the environmental impact of both the product and the packaging,” agreed Michael Scott, project manager for Prime Label & Screen, Inc., Pewaukee, WI. “However, product performance remains a critical factor at the point of sale. The ultimate goal for a consumer is to purchase a product in an environmentally-friendly package that does not compromise performance.”

Scott noted Prime’s patented Rigid Lens II (RLII) closure as an example. According to Scott, RLII, on average, uses 74% less plastic than a molded fitment and has significantly better seal properties than a fitment. Prime can print directly on the closure as opposed to purchasing a separate label for graphics, as one would have to do with a fitment.

“Having the capability to offer a solution that is better for the environment, stronger in performance, and usually very competitive on cost has been a large factor in how Prime has been able to grow globally over the past several years,” he told Happi.

Michael Warford, national sales manager, ABA Packaging Corp., Holtsville, NY, said that many of the treatment and color cosmetics customers that his company serves are ultimately shopping for “innovative” packaging systems.

“They are seeking innovative shapes and innovative methods for dispensing, distributing and applying the products. Feedback that we are receiving from our customers tells us that the packages should be easy to use and that they should effectively perform in concert with the filled products in achieving the targeted results,” he explained. “Presentation is also an important factor, as the consumer wants perceived value in their purchase. Package decorating techniques and size impression play an important role in this area.”

For example, in mascara packaging, the ABA executive noted a shift from large volumizing brushes to smaller brushes for volume performance and more precise separation and lengthening. ABA’s manufacturing partner, OEKAbeauty, Bamberg, Germany, is meeting this need with the recent introduction of its “Delashious” and “Highlighter” wound fiber brushes. OEKAbeauty has also introduced unique brush shapes like its “Diamond” brush and multi-layer fiber brushes that provide separate areas within the same brush to achieve multiple application results, according to Warford. Woodrow W. Pearce, president/CEO, Pearce Plastics, Inc., Pasadena, CA, agreed that the devil is in the details when it comes to enticing the fickle shopper.

“Nice looking containers with well marked labels and color coded, molded caps are qualities consumers are looking for,” he told Happi. “Our new CyberColors that are different from white and black caps and containers are also big right now.”

Pearce Plastics has a wide variety of cap designs, as seen in its Image One line, and all dispensing caps are designed to work with its unique venting technology. The company, which has been in business for more than 50 years, can produce caps in Pantone colors, fluorescent, pearlized, marbled or metallics.

### **Marketing Magic**

Packaging makeovers are a popular way to refresh interest in a product. For example, instead of producing just another re-packaged “me too” men’s product line, Hey Dude Skin Care recently rolled out a line of skin care that rewards a guy’s craving for a simple system, according to the company. The collection combined functions like blending a facial cleanser with a shave gel as well as a pheromone-infused 3-in-1 shower SKU. Its tagline is “Ladies Beautify, Guys Dudify.”

By replacing its past series of branded products with a simple, step-by-step set of SKUs comprising a system it calls “Dudification,” Hey Dude Skin Care addresses all of the major male grooming needs—exfoliation, shaving, post-shave treatment, moisturizing and sun protection, according to company executives, who are in active discussions with a number of national “brick and mortar” retailers.

“Guys like the convenience of using fewer products to accomplish their goals, and we are designing packaging as well as functionality to accommodate these wants,” said Nick Berner, vice president of sales, Hey Dude Skin Care, Miami Beach, FL. “The companies that can deliver these benefits quickest and best will win.”

According to Berner, Hey Dude’s core target of young men, ages 18-25, wants portability and convenience above all else.

“By showcasing our products like Cleansing Shave Gel and dual pheromone infused Dude Wash 3-in-1 Body Wash, Shampoo & Shave Gel in clear 5oz flip cap tubes, we appealed directly to the idea that guys want products that are ‘obvious’ in function, easy to carry and visually appealing,” he told Happi. “The vivid colors of the product show through the clear tubes, and have artwork that’s fun and whimsical, creating a very attention grabbing visual compared with other brands next to us on a

shelf. We created a main logo of a young man who is in this target niche. In our research, we found that a big reason for brand loyalty and equity is having a recognizable face, similar to why permanent icons like Mr. Clean and Aunt Jemima continue to resonate over decades.”

H2O Plus, a leader in marine science skin care acquired by Pola Orbis in 2011, recently unveiled a new brand image. A sleek, more stylized and contemporary logo set in lowercase type will appear on all skin care and spa products accompanied by a new tagline, “The Science of Marine Skincare.”

Incorporating both graduated and striated design elements, the packaging is said to evoke the feeling of descending from the surface of the ocean to the dark, rich depths, according to the company. The new color palettes are assigned to each skin care family making it easier for customers to shop and find their favorite formulas.

“It’s a very exciting time for our company,” said Bob Seidl, president and CEO of H2O Plus, Chicago.

“We are extremely proud of the brand’s evolution. We find our current marine-based platform is even more relevant than when H2O Plus was founded...The result of our brand work and research is a unique and modern package design that broadens our color palette to incorporate all the vibrant colors of the deep sea environment. These visual elements will be carried over into our upcoming store renovations as well.”

All of H2O Plus’ primary and secondary packaging is recyclable. All secondary packaging is Forest Stewardship Council (FSC) certified, a program that supports reforestation. According to Bill Colli, senior vice president of sales and marketing, H2O Plus, Chicago, “Sustainable packaging will continue to be one of the biggest trends. Determining the proper level of packaging, so your goods are not over or under packaged and your brand image resonates, is key. Customers are becoming better educated about recyclability and are increasingly adapting to more sustainable options such as paper-based packaging that provides for easy recycling.”



Dr. Bronner’s recently revamped its personal care packaging.

Sometimes the addition or deletion of text can make a difference in packaging appeal. Dr. Bronner’s Magic Soaps recently rebranded its line of USDA certified organic body care products (24 items in total), including hand and body soaps, lotions, shaving gels, hair care products and hand sanitizing spray. The personal care line, initially released in early 2008, now features a new packaging design that looks like Dr. Bronner’s iconic castile soap label. According to the company, instead of Emanuel Bronner’s philosophy (as seen on the castile labels), the altered design features new writings by the current generation of the company about Bronner’s Fair Trade projects around the world and the charitable causes the company supports.

“Dr. Bronner’s has always been a mission-driven company with a mission-driven label. My grandfather created his soap label to espouse his philosophy,” said David Bronner, president of Dr. Bronner’s Magic Soaps, Escondido, CA. “Our new label allows us to use the style and spirit of the original one to tell the story of what this generation of our family is doing to carry on the environmental and social ideals that this company was built on.”

According to the company, the new labels are designed to help retailers merchandise the company’s entire line together more easily and effectively while bringing a more unified brand presence to store shelves. The altered labels also include tips and instructions for the best use of the products.

According to Mike Stacy, director of sales and marketing at Dr. Bronner’s, environmentally-friendly packaging is still popular—especially with his company’s clientele.

“We use 100% post-consumer-recycled plastics and people really do care,” he told Happi. “We also offer larger sizes in gallons and half gallons and can be used to refill and save on packaging.”

Futuristic accents like LED lights are also a growing trend in cosmetic packaging. Why?

“With so much competition, companies are always looking for unique ways to engage customers with their packaging,” said Leslie Munsell, creator of Beauty For Real, a Miami Beach, FL-based brand that incorporates lights into its products. “Our 15 lipglosses and Miracle Mascara have magnifying mirrors on the tube with applicators that feature an LED light that illuminates when applying. We also offer nail polishes featuring an LED light. This feature is an incredible bonus that makes getting ready on the go a whole lot easier and can also be used as a mini flashlight in your handbag, at a dimly-lit restaurant or in your car.”

The allure of lights is also seen in fragrance packaging. Jennifer Lopez’s first fragrance, Glow, turns 10 years this year. To celebrate this milestone, Glowing by JLo will be exclusively available at Kohl’s later this month. To symbolize Jennifer’s “glowing spirit,” the bottle features an innovative technology that gives it the ability to actually light up and “glow” when you spray it. The beauty and the lines of Baccarat crystal inspired the bottle. When the atomizer is pressed, the bottle beautifully illuminates for 15 seconds, according to the company.

### What’s Old Is New

Vintage appeal from retro-inspired graphics are also taking packaging by storm this season, as seen with recent rollouts from The Body Shop, Bioré, MAC and Estée Lauder. MAC’s Hey Sailor collection, out this month, is decked out in stylishly sailor-stripped packaging, a “fabulous flotilla” of small eyeshadows, lipsticks, lipglosses, powder blushes, pigments, eye pencils, lip pencils, nail lacquers and mascaras, to name a few of the items in the range.

Meanwhile, Estée Lauder recently debuted the limited edition Mad Men Collection, which hit counters in time for the premiere of season five. The firm has a second collection in the wings that will launch in time for season six in 2013. The first collection features two classic makeup items (lipstick and rouge) inspired by the look of the women featured in the show’s New York City setting—bold, red lips and creamy and rouged cheeks. The outer carton for the collection is a custom design inspired by the Estée Lauder

packaging from the 1960s.

Also, 1950s/1960s style Pop Art prints adorn the repackaged Born Lippy tinted lip balm sticks at The Body Shop with a punchy picture of lips and exclamations and Bioré is rolling out limited edition Deep Cleansing Pore Strips in a Pop Art-inspired tin. As the company touts it, "No need to hide your strips in the medicine cabinet—the exclusive tin makes your skincare routine Pop. Pop™—you can hand into the limited-edition must-have as a chic keepsake long after the strips are gone."



**A Focus on the Future**

Innovation is key to the future of packaging, according to industry tastemakers. "As today's consumers are adapting to a more 'on the go' type of lifestyle, space is becoming more important," noted Scott of Prime Label & Screen, "Instead, consumers are looking for packages with lower profiles that can easily fit in small areas."

Recyclability is also an issue, he added.

"After a product's use, space remains an issue in landfills. Hard plastic canisters and tubs occupy a lot of space. In the future, I see pressure on manufacturers to move away from bulky canisters and tubs to more environmentally friendly flexible alternatives," Scott said.

Stacy of Dr. Bronner's agreed.

"My bet would be on earth friendly packaging with an emphasis on less is more and availability of larger sizes available for refilling," he told Happi.

Warford of ABA also concurred that the consumer demand for green packaging is a priority for future developments.

"Almost every one of our key primary packaging manufacturers is devoting high levels of engineering and investment in this area to address this growing trend," he said. "There is definitely going to be a strong emphasis on producing more eco-friendly packaging options and more innovation."

**Schick Xtreme3 Uses 100% Recycled Plastic**



- A disposable razor that's good for the environment? Energizer's Schick has seemed to answer that demand with the new Schick Xtreme3 Eco—the first disposable razor to use 100% recycled plastic in the production of its handle and 100% post-consumer paper in its packaging, according to the company. Manufactured and shipped out of the company's 99.9% landfill-free facility in Milford, CT, Schick estimates it will be saving more than 103,000 pounds of virgin plastic material and 15,500 pounds of virgin paper from going into landfills each year by using recycled materials in the new razor.

"We know consumers are doing their part to live more sustainably, and we wanted to provide a simple way for them to do so with their shave," said Suma Nagaraj, brand manager for Schick Xtreme3. "At Schick, we're taking proactive steps to minimize the impact of our products and manufacturing processes on the environment, and we're continually looking for ways to improve—creating this product was the next step in our

journey."

The intrigue of Xtreme3 Eco extends beyond its environmental impact to the story of each razor handle's prior life. In order to have a more immediate impact on the environment, Schick chose to use post-consumer recycled plastic instead of other biodegradable or recycled materials. Among the items retrieved and recreated in the Eco razor handle are common household items like hangers, buckets and pails.

Overall, the recycling effort will save enough plastic each year to go up and down the Washington Monument more than 2,330 times, according to the company.

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