

ONdesign

by Marc Rosen

BREAKING THROUGH THE GLASS CEILING

Package Designers need inspiration. It's the food that sustains them. In an industry that's always about "what's new," suppliers must innovate to feed the creative spirit. New materials, decorating and manufacturing techniques can help Designers create cosmetics and fragrance packaging that can underscore the product concept and instill a feeling of quality, ergonomics or luxury. These design opportunities are vital to marketers. Great innovation is difficult to achieve without corporations that are willing to invest in research and who understand our marketing needs. Today, suppliers are pushing the boundaries of material limitations and pursuing new technologies altogether.

Breaking through the glass ceiling has occurred both literally and figuratively by Eastman Chemical Company's invention of The Glass Polymer™—a family of resin that offers the aesthetics of glass without excessive weight. Its crystal clear, glass-like clarity is tough and shatter-proof at the same time, making it ideal for cosmetics containers. Not just another pretty face, The Glass Polymer™ can achieve great presence offering Designers the opportunity to create heavy-walled or double-walled bottles and jars that look like art objects.

According to Eastman Chemical Company's Market Development Manager **Clay Rolston**, "Eastman's Glass Polymer™ helps beauty brands and package Designers balance today's consumer demand for luxury and functionality. It has the clarity of glass, but unlike glass and other clear plastic, it has the durability and design flexibility to bring more packaging concepts to the shelf. Prestigious brands across the globe have not only chosen The Glass Polymer™ to differentiate their brands with thick walls but have also used it in thinner-walled containers to address sustainability issues."

In the world of skincare, new Doctor/Derm brands and main line brands alike must fight for that critical edge that will give them market share. It is the uniqueness of the primary and secondary packaging that can justify the high price points and support the efficacy of the claims.

Lancôme's "Secret de Vie" Ultimate Cellular Reviving Crème is a perfect example. The platinum globe encased in a clear, globular shell would have been impossible to achieve in glass. Heavy and breakable, a beautiful design might never have been achieved without the advent of The Glass Polymer™. The simple container exudes the sense of luxury that both the product and its price point require.



Lancôme's
"Secret de Vie"
Ultimate Cellular
Reviving Crème

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FEEL-GOOD FOUNDATION

Parure Éclat Par Guerlain/Radiance by Guerlain Compact Foundation has won top prizes since its launch. Now, Guerlain introduces Parure Aqua, a fresh, fluid texture that cares for the skin, and Parure Extreme, ultra-resistant, for all-day wear. Both are enriched with crystal pearls, a mix of glass and borosilicate, which refract light to add radiance to the skin.

Parure Aqua SPF 20's light and airy texture glides over the skin. It contains a combination of mineral-rich ocean/spring water to hydrate the complexion. Parure Extreme SPF 25

Parure Aqua Fluid foundation and Parure Extreme Fluid foundation with the Parure Compact Foundation by Guerlain



Guerlain's Duo Correcteur Perfecting Duo Concealer camouflages dark circles.

is formulated with Tibetan rhodiola and 2 perspiration- and sebum-resistant polymers to form a long-lasting, new generation foundation.

Parure Extreme and Parure Aqua come in 9 shades to match those of Parure Compact Foundation. They are each priced at \$55.00.

Duo Correcteur Perfecting Duo Concealer, a multi-purpose correcting pencil, is a silicone-rich, creamy formula that glides on easily. A balance of oils and wax assures a soft, non-oily finish that keeps skin silky smooth for hours while maintaining its concealing ability. It comes in 2 shades for \$46.00.

These new Guerlain products are available now at Neiman Marcus, Saks Fifth Avenue, Bergdorf Goodman, Bloomingdale's and Nordstrom. *BF*

BREAKING THROUGH THE GLASS CEILING

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The Korean Cosmetics house Kose used this unique resin for its "Visee Gloss" case to communicate luxury and improve the consumer experience thereby allowing consumers to see the product as it will appear when applied. Unlike other clear plastics, the material is durable enough to enable the application of the gloss through the tiny holes at the top of the clear, lipstick-shaped container. The facets on the case are not only elegant but provide the consumer with a tactile surface to grip it.



Kose's "Visee Gloss"

In the oversaturated world of fragrance, the point-of-purchase impact of the bottle can make or break an initial purchase. The visceral reaction of the consumer to the flacon can create the bond that will drive the purchase.



The Armani Prive fragrances

Armani Prive fragrances are topped with caps that look like semi-precious, translucent, hard stones that are actually made from the glass polymer resins. Not content with just a clear palette, Eastman Chemical Company has experimented with color as part of its Material Difference sampling strategy to inspire Designers to create unique packages like these that might never have been realized using real stones. Chic and collectible, these bottles are naturalistic and provocative at the same time.

Breaking through the glass ceiling is what innovation is all about. In a market that is starving for originality and an economy that begs for a reason to spend, Designers must strive to create excitement and glamour for a consumer that longs for escape. *BF*