

Perfume on hand: the **new** 'transcent sachet'

TRUST the French to come up with something this stylish . . . new from Ileos Group subsidiary, Socoplan, a company that specialises in samples and unit doses, is the transcent sachet: a drop of perfume in a diffuser-dispenser for anytime, anywhere olfactory pleasure.

Says the typically waffling press release: 'Nothing is more evocative, more reassuring than a scent, a fragrance, and yet we end up not smelling the perfume that we have put on. The new concept of Socoplan's transcent sachet is there to remind you of it, quietly, at any time and on any occasion.'

The unit is a small sponge-shaped dice imbued with a drop of perfume. It is placed within a flow-pack perforated

with a micro-hole protected by a repositionable adhesive label. Once the label is removed, pressing the sachet releases the fragrance. A chain allows attachment to a handbag, purse or cell phone.

Ileos,
www.ileos.com



Very **smart**, very expensive face cream

THE promise of smart packaging has always been impressive, and some pretty intriguing commercial applications are starting to surface, and even health and beauty products have joined the smart-packaging crowd.

For years, the self-heating or self-cooling can has tried to make its mark on the beverage market, but with little real impact when the price point for most single-use beverages is low, and the cost of temperature-regulating container technology is relatively high.

One firm that seems to have found a way around this price-point conundrum is Thermagen of Forge les Bains, France, that has launched Icy Beauty, a skin-rejuvenating cream in a self-cooling container that cools the cream from 22°C to 2°C in seconds. This high-speed

cooling is claimed to reorganise molecules in certain active ingredients in the cream so that it takes on 'unique plumping' properties that smooth out wrinkles.

The 22ml of cream sits in a stainless-steel 'heat exchanger', surrounded by a small open space filled with water under vacuum. At the bottom is what Thermagen calls an 'advanced ceramic' that's separated from the water by a thin steel sheet with a valve in the centre. A press of a button at the bottom of the container opens this valve, allowing water vapour to be soaked up by the ceramic material, and along with it, the heat that's in the cream. So the cream drops rapidly in temperature, while the ceramic heats up.

In two minutes, the thermodynamic reaction is complete. Depending on how much cream is applied, the jar's contents may provide up to 20 applications. By returning the polypropylene closure to the jar, the cream can be kept refrigerated and stay effective for several months. And the cost? A snip at \$300 per jar.

Source: PACKAGING WORLD

Andrea's wrap: **Go walkabout!**

PPM is pleased to introduce this new beauty packaging column – regular bites of glamour and gloss from well-known personality in the game, Andrea Protti, marketing director of RAP International.

I am often asked by customers to unveil, explain and even predict cosmetics and personal care market/packaging trends. Of course, I'm happy to share my impressions, but my advice to all in this fantastically competitive, fashion-driven game is to go walkabout – your suppliers simply can't do it all for you.

I believe it's critical for marketing and R&D teams to hit the high spots of the fashion world: Milan, London, Paris, Hong Kong, the cities where fashion trends begin and culminate. After all, it's what Messrs Marketing Coty, Clarins and Clinique observe and interpret from the modelling ramps of Europe that will ultimately dictate the coming fashion statements, the colours and effects that will be seen down the track on the cosmetics counters in the major retailers of the world.

And of all the trade shows, none is more important for

trend scouting than Cosmoprof, with the 41st edition of this fabulous expo opening its doors in Bologna from 10-13 April. Over 2 200 exhibitors and 145 000 visitors can't be wrong!

Products and trends come and go. Some stay around longer than others. Some never go out of style. But you'll never observe these ebbs and flows from behind a desk. Being out there, on the streets, is the best market research you can do. See you at Cosmoprof!



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