



Breaking News on Cosmetics Formulation & Packaging in Europe

The Aerosol Forum complements show with dispensing focus next year

By Pooja Kondhia, 05-Oct-2011

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The Aerosol Forum has expanded its focus to include dispensing in 2012, combining the two areas, much to the satisfaction of key cosmetic players.

The joining of the two areas has been accredited to the belief that *"dispensing products like manual pumps, airless distributors and motorised distributors serve the same markets and use the same technologies"* and thus are a complement to aerosols.

Isabelle Lepeltier, expertise packaging manager L'Oréal commented, *"It is an excellent initiative to broaden the scope of aerosols to include dispensing and electronic technologies. It will enrich discussions and exchanges."*

She added, *"Cosmetics represent 54 per cent of the aerosols market in this sector, innovation goes hand in hand with the product performance sought by consumers"*.

Innovation is key

A two-day event, it will focus on the latest innovations, with the first day consisting of a session looking at recent progress made in the area of cosmetics and dispensing technologies.

Focusing on spray, powder and foam cosmetics dispensing technologies, the session will be moderated by Jay Gouliard, vice president global strategy and innovation, Avery Dennison.

The topics covered will include the regulatory framework that applies to preservatives, the latest in dry shampoo packaging, the potential of Sleeve technology for aerosol decoration and technologies to reduce the weight of cans.

The second day will consist of an innovation workshop focusing on three themes including electronic spray formation systems, airless systems for particular uses and aerosol ergonomics and benefits.

Additionally, next year's forum will include an awards ceremony highlighting key innovations placed on the European market between 1st January and 31st December 2011 and singled out by an international Jury of experts.

The Aerosol and Dispensing Forum will be held in Paris at the Espace Champerret on 8th and 9th February 2012.

Booming aerosols market

An increase in demand from the cosmetics industry, global production of aerosol cans is expected to break the world record set last year.

In 2010 the world production set a new record of approximately six billion units, but AEROBAL, the International Organisation of Aluminium Aerosol Container Manufacturers, believes this year will eclipse it.

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