

L'Oreal executive lifts the lid on latest aerosol trends



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By Simon Pitman, 22-Mar-2011

Following on from the recent Aerosol Forum in Paris, we spoke to L'Oreal's director of operations for packaging development, Isabelle Lepeltier, to find out what the big trends are in this area.

Design has forever been a crucial part of the fast-moving aerosols category, but right now it is functionality and ergonomics that are helping to define this aspect, she explains.

Likewise, regulation is continuing to have more of an influence on this area, with initiatives such as REACH meaning that packaging professionals have to be up to date with which materials they can or cannot use.

During the interview Lepeltier also underlines the growing importance of eco-friendly dispensing systems, and explains how this is impacting the aerosols category.

Following on from the audio interview, CosmeticsDesign-Europe.com will be publishing an in-depth text interview with Lepeltier, in which she outlines further innovations in the aerosol category, including increasing use in both the skin care and sun care categories.

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