

**Aerosol Forum 2009**

# Aerosols, **the environment, design**



photo: Fructis

*The new spray technology delivers a microfine mist that produces an ideal result for hairspray*

On March 10th and 11th 2009 the third Aerosol Forum was held in Paris. More than 600 visitors from 20 countries came to the conference to update themselves on the latest developments from 30 suppliers. In addition the most innovative aerosol cans were honoured with Aerosol Awards.

Coster, and the injection moulded polypropylene body by MBF.

The **Functionality** category was won by the **Sylva Gun** from **Soppec**, a new system for marking wood that offers a completely new feel to the spray. The paint cartridge is simply screwed onto the bottom of the spray handle and clamped into place. The spray is activated with the lightest of touches. The handle is of an ergonomic design.

The **Design** award went to the **Huile d'Olive extra-vierge** olive oil from **Noveo**. **Fareva** and **Lindal** supplied the components.

The **Aesthetics & Decoration** award was taken by **Naturprotect**, a product in the **Sara Lee Sanex** range

The judges selected two entries for special distinction. The **Tubex** prototype can "**What a feeling**" is enhanced with a partial tactile effect on the surface, rather like sand (see page 44).

The **Fructis Style** women's hair spray from **Garnier** was also deemed worthy of special distinction. In designing the four **Elastic Fixing Power** hairsprays with bamboo extract a new spray technology was used for a fine spray. It ensures that the formulation is very finely and evenly spread.

**T**his year's Aerosol Awards were made in four categories: New Market, Functionality, Design and Aesthetics & Decoration. There were also two cans selected by the judges for special distinction. In the **New Market** category the **Skincare Flashcooling Tool Cryozone** from **Keraskin Esthetics** by **L'Oréal** took first place. The idea here is that swollen tear sacks are helped by applying very cold cream. A hazelnut sized portion of the **Rice Lift Contour** product is placed on the small dish of the **Cryozone** container, then the can is pressed five times to chill the cream before application. The aluminium can for the product was supplied by **Boxal**, the 0.15 ml dispensing valve by



photo: Cryozone

*In a new application the aerosol is used to cool the product before it is applied to the skin*