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Industry buzz

28 March 2009

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Aerosol Forum highlighted innovation

The third edition of **Aerosol Forum**, the event dedicated to aerosol packaging innovation, was held on the 10th and 11th March 2009 in Paris, at the Cité des Sciences et de l'Industrie. According to the organizers, the 2009 edition was attended by over 600 participants from some twenty countries, representing the leading international brands and their packaging suppliers (about thirty exhibitors).



In his opening address, Charles Duclaux, L'Oréal, shared his viewpoint on the stakes and challenges of environmental labelling over the years to come. "The goal", he said, is "to give consumers the level of environmental information they want to make their purchases".

To emphasize technological innovation in the aerosol business a jury singled out the following products for a Paris Aerosol Award:

- ▶ Cryozone by Kéraskin Esthetics, L'Oréal, for the New Market category
- ▶ Sylva Gun by Soppec, for the Functionality category
- ▶ L'huile d'olive extra-vierge pulvérisée by Noveo, Fareva, for the Design category
- ▶ Naturprotect, Sanex by Sara Lee for the Aesthetics and Artwork category

The jury also wished to give the following innovations a special distinction:

- ▶ What a feeling, by Tubex
- ▶ The Fructis Style range, Garnier, L'Oréal.

The fourth edition of **Aerosol Forum** is being prepared for Tuesday 9th and Wednesday 10th March 2010 in Paris.

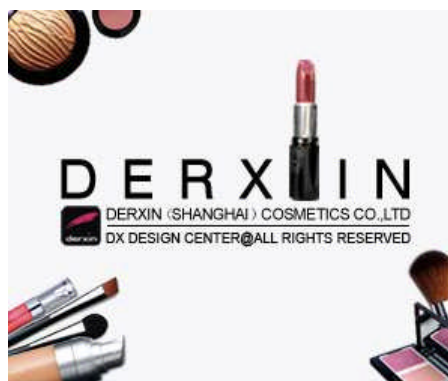
See online : www.aerosol-forum.com

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FOCUS



"A product must speak to the consumer", Napoleon Perdis

Napoleon Perdis a native of Sydney, Australia, moved to the US in 2007 and is now based in Hollywood, California. The right place to achieve the "total global domination" he's aiming at. Napoleon launched a small makeup studio in the Sydney suburb of Leichhardt in 1992. In 1993, he opened the Napoleon Perdis Makeup (...)



INDUSTRY BUZZ



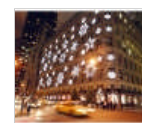
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Memo with Swarovski for Mother's Day



Givaudan extends its sustainable sourcing program



Sagging U.S. prestige beauty