

Good Things Come in Small Packages

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Posted: September 1, 2010

There has been a plethora of activity in innovative applicators and delivery systems, particularly in cosmetic and personal care packaging, noted [Trendincite's](#) May/June 2010 newsletter. Roller ball applicators, dual-ended wands, battery operated products and multifunctional packaging are examples of the newest introductions.

Smooth Move

Roller ball applicators once popular in roll-on deodorants have resurfaced in fine fragrance and are now appearing in targeted facial products. Recent examples include: Garnier Nutritioniste Skin Renew Anti-Puff Eye Roller, Olay Regenerist Advanced Anti-Aging Eye Roller, and First Aid Beauty Detox Eye Roller. Similar in design is L'Oreal's True Match Roller Foundation. Like a paint roller, the applicator rolls for "perfectly even coverage." A nifty lip product is Dior Addict Lip Polish, which uses a "revolutionary and exclusive spin-on applicator that picks up just the right amount of product and then rolls it uniformly onto the lips."

Like A Sponge

Loose circular and wedge sponges are commonly used to apply foundation. Interesting updated forms include Sonia Kashuk's Blending Sponge with rounded edges and Beauty Blender Ultimate Makeup Sponge shaped like a tear drop. Maybelline's Instant Age Rewind Eraser Treatment Makeup features a "patented micro-corrector applicator [that] micro-fills and smoothes imperfections on skin's surfaces." The applicator has a built-in sponge that is able to fill in hard to reach places. Solerra Tanee Tan Line Corrector is a new product that uses a "1/2 inch wide sponge tip applicator to target small areas" that were missed while tanning.

Two-Sided

Dual-ended wands are popular for lip and eye products. Duwop Duet Gloss & Highlighter is for both lips and eyes. It offers "shimmering lip gloss paired with a liquid all-over face highlighter." Jillian Dempsey for Avon Professional Multi-Pencil is a "coordinated look for eyes, lips & cheeks." One side is for eyes and the other is for lips and cheeks. Clever products for eyes include: Cover Girl Smoky Shadow Blast with a "bullet applicator" that features two eyeshadow colors that can be worn separately or blended together, Urban Decay Eyeshadow Transforming

Potion "features two different brushes that connect to two separate vials of Eyeshadow Transforming Potion" to create a liquid liner, and L'Oreal Double Extend Beauty Tubes Lash Extension Effect Mascara has a Nourishing Base Coat on one end and an Ultra Lengthening Tube Top Coat on the other. L'Oreal applied this concept to its RevitaLift Deep-Set Wrinkle Repair Eye Cream AM/PM. The AM is for daytime use with UVA and UVB blockers and the PM is for nighttime use with a retinol repair treatment.

Scrub-A-Dub

Multifunctional packaging with applicators built-in are emerging in the facial wash segment. Nutritioniste Skin Renew The Brusher Gel Cleanser is a brush and cleanser in one, while L'Oreal Go 360 Clean Deep Exfoliating Scrub is available in four skin type formulas and features a "scrublet" that pops out of the bottle.

Battery Operated

High-tech battery operated products are the latest technology used in package design. In cosmetics, vibrating mascara is the craze. Estee Lauder TurboLash All Effects Motion Mascara, Lancome Ôscillation Vibrating Infinite Powermascara, and Maybelline Pulse Perfection Vibrating Mascara are all examples. Lancome added the Ôscillation Power Foundation that uses "7000 micro-vibrations per minute [to] break down the featherweight mineral powder for seamless blendability" to its line. Neutrogena Wave Duo Power Cleanser is a vibrating facial cleanser with two speeds - gentle cleansing and deep pore cleansing.

Accessorize

Wearable accessories such as jewelry and charms loaded with solid perfume are popular in fine fragrance. Kat Von D offers a gun metal rose ring design while Michael Kors Very Hollywood has an emerald cut cocktail ring. SJP NYC by Sarah Jessica Parker highlights a cuff gold bracelet filled with fragrance, while Stella McCartney uses a round locket necklace with her logo. Examples of iconic charms that mimic their brand image are: DKNY Be Delicious Key Chain shaped like an apple, Juicy Loves Sephora Lip Gloss Charm gold bracelet with a purse charm that holds lip gloss, and Tokidoki limited-edition eyeshadow sets with different character charms.

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