

GOOD THINGS COME IN SMALL PACKAGES

There has been a plethora of activity in innovative applicators and delivery systems, particularly in cosmetic and personal care packaging. 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.

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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 Oscillation Vibrating Infinite Powermascara**, and **Maybelline Pulse Perfection Vibrating Mascara** are all examples. **Lancome** added the **Oscillation 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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