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JOANA MARQUES MARTO can be reached at the Research Institute for Medicines (iMed.Ulisboa), Faculty of Pharmacy, Universidade de Lisboa Av. Professor Gama Pinto, 1649-003 Lisboa, Portugal; jmmarto@ff.ulisboa.pt.

3 WAYS TO OPTIMIZE COSMETIC PACKAGING

Mega trends are creating new needs, and technology is responding with new capabilities.

BY OFER NIR, Velox Digital

With an eye on attracting consumers to a product or brand, there are three key mega trends that have direct influence on cosmetic packaging:

- **Ongoing proliferation of competing products on the shelf:** Brands fight an ever-increasing battle for the consumer’s attention, and packaging is a key element in their ability to maintain or increase market share.
- **Growing awareness for environmental issues:** Brands seek to implement more efficient and environmentally friendly technologies throughout their products’ supply chain to reduce the environmental footprint.

- **Rapid change rate that consumers have become accustomed to:** Brands need to evolve all the time, constantly change and interact better with consumers.

1. Standing Out On-shelf

Cosmetic product quality and reputation are critical for market penetration, but so is catching the eye of consumers at the point of purchase. There is no argument that a captivating package design plays an important role in product selection, as does quality, color, and even texture.

Packaging innovation in the form of digital direct-to-shape (DTS) printing—image, color and tactile ink printed directly onto a plastic tube or aluminum aerosol container through digital process—rather than an applied label or analog process



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exponentially increases design possibilities and shelf appeal.

DTS allows for the simultaneous application of as many as 14 colors and embellishments to create photorealistic images with the finest detail, gradients and half tones, and tactile embossing, as well as 360-degree decoration with no seam, gap or overlap, as well as tube-to-cap printing. This innovation is available now globally with stunning products on store shelves.

2. Simplified and Sustainable Supply Chains

Technology that reduces a company's environmental footprint is important to brand owners but this can be a challenge in mass production in which multiple steps, chemicals and limited options impede the process. Great strides have been made using digital DTS printing that improves sustainability across every step of production and the entire supply chain.

To illustrate: Industrial digital DTS container decoration reduces harmful chemical waste and energy consumption. On-demand production reduces inventory and eliminates overproduction. This results in a simplified supply chain that reduces transportation and logistical stock requirements, improves planning, and shortens time-to-market.

Overall, mass production digital DTS is an innovative green packaging solution available on the market, especially when combined with containers made from renewable materials.

3. Flexibility for Any Run Size

Packaging design has traditionally played a narrow

role in the overall marketing mix because the limitations of conventional technologies largely confined digital container printing to special promotions. Digital DTS printing changes that, offering the best of both worlds—the flexibility and unique capabilities of a “marketing” technology with the speed, quality and low total cost-of-ownership of mass production.

This creates exciting new opportunities for brand owners to engage consumers and increase brand loyalty. This can be achieved with ultra-granular versioning, customization and personalization. It can also enable creative growth strategies such as localization, variations and event editions, even in short runs. As part of a total cost of ownership strategy, digital DTS can be used as a principal decoration technology for any run length, not just niche applications and short runs.

Putting the Pieces Together

In order to be effective as a broader marketing tool, cosmetic packaging must appeal to loyal, new and future consumers. Competing on the shelf, incorporating sustainable production practices and expanding marketing possibilities are mega trends expected to meet the industry's growing market projections. ■



OFER NIR (ofer.nir@velox-digital.com) is the vice president of marketing and business development for Velox Digital, a mass production DTS digital decorator for the rigid cylindrical

packaging industry. Ofer has more than 20 years of industry experience, previously holding roles with Stratasy and Nokia-Siemens Networks.