

Latest Launches

SENSORY APPEAL

Hair care brand Rusk is unveiling brand new packaging for its new Sensories line, launching this fall.



"The new packaging is sensual in its shape, tying in with the Sensories line better than our old packaging," says Maria Hannon, director of marketing operations. "The conditioning treatments are user-friendly, with pump dispensers making storage and use in the shower easier than ever."

The products feature natural botanical ingredients and scents that are meant to soothe and rejuvenate the senses. Soft colors were chosen to convey the products' sensory nature. "The coloring of the packages is inviting without being harsh. The soft pastel colors convey the botanical and floral ingredients."

A new high-density polyethylene (HDPE) bottle was created for the line. Originally, the HDPE bottle was supposed to be PETE, says Hannon. "Rusk started with a PETE material and after a year of it not looking its best, we decided to proceed with the natural HDPE. This was a great decision, as the natural HDPE fits the line much better."

WEATHERED FINISH

Anomatic Corp. (Newark, OH) used metal anodizing to create a weathered, vintage finish on the caps for Abercrombie & Fitch's Hollister Sessions personal care line.

"Our team was able to create [a look] that until now no one has been able to accomplish through anodizing," says Scott Rusch, Anomatic's executive vice president.



DURABLE METAL IS ECO-FRIENDLY

A metal cosmetics package is sturdy enough to last long after makeup is finished. For this reason, Canada-based cosmetics brand Groupe Marcelle chose a tin for its Bronzing Palette.



Denyse Beaulieu, creative manager, Groupe Marcelle, says, "We were able to reduce our use of materials by fitting five products into one package. Once the products are finished, the case encourages reuse by turning into a handy little box. Also, both the tin and plastic clasp are recyclable materials. We love it when a package encourages the 'three Rs'—reduce, reuse, and recycle."

The tin is supplied by J.L. Clark (Rockford, IL). The metal lid and base are held together by a plastic hinge that makes metal containers easy to lock and unlock, and that provides a more-secure close.

J.L. Clark worked with the team at Groupe Marcelle to design a thermoformed tray with cavities for the makeup products. When the makeup is finished, the tray can be removed.

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