

Redesigning Clinique

One of the cocktail parties I attended this holiday season feted Clinique as the recipient of the 2007 Art of Packaging award, hosted by the Pratt Institute and Luxe Pack. The award recognizes Clinique's major package-redesign initiative, which began in 2005 and continued throughout 2006.

Curious about some of the specific changes, I called Ted Owen, Clinique's vice president of global package design. "Our challenge was to create new designs that give a more modern feeling to the brand, while also elevating existing packages," said Owen. Because some Clinique customers have been using the same Clinique products for decades, it was important to introduce packaging changes gradually.

Overall, Clinique's "clean" packaging style has always reflected the brand's heritage of a clinical, dermatology-based skin care line. "The core aesthetic of the brand hasn't changed," explained Owens. "The packages rarely use surface decoration and instead rely on new, interesting materials that may not have been available a few years ago."

Functionality influenced the brand's new packaging. "The use of clear materials, such as acrylic and lucite for cosmetic compacts, allows the consumer to choose colors more easily," said Owen. For instance, for

the brand's new Color Surge Eyeshadow, Clinique's signature, marbled green and silver opaque package was changed to a clear acrylic tray with a silver cover. This was one of the first products to launch in the redesigned packaging in 2005.

Clinique's treatment products were updated by incorporating pumps onto many of its bottles in 2006, including the bottle for Turn-around Concentrate. A custom-designed, refillable, airtight compact was produced for Superbalanced Makeup, which launched in 2006. "This compact allows the sponge and mirror to be used without exposing the foundation to air," explains Owen.

Clinique's lipstick packaging was also given a modern makeover, beginning with the launch of Buttershine Lipstick in 2005. The new package incorporates the sleek silver look of the brand's iconic classic ridged lipstick package, but it is molded in the exotic shape of a bamboo stalk.

Clinique's new packaging has made a seamless transition into the brand's product lineup. "Our goal is to continue to launch new formulas in more-enhanced packaging, while still remaining true to the classic design our customers love," Owen says.

Marie Redding
Senior Editor



Clinique's new packaging.

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The Latest From Luxe Pack

The 18th annual Luxe Pack Monaco show was held in Monte Carlo's Grimaldi Forum November 2-5. On the night of November 4, an elegant celebration dinner was held at the Hotel de Paris, in honor of the Monaco Luxe Pack Design Award participants. The task set by this year's competition was to design a luxurious bottle of water reflecting the theme "Celebration in Monaco."

This year's grand-prize winner was Ruben Piquer, a package designer from Spain. His design was modeled after an amphora, a bullet-shaped container, which historically had been used to preserve different types of liquids, including olive oil, during transport by land or sea. Piquer's glass bottle was covered with an opaque shrink-wrapped seal. The bottle stands in an ingeniously designed base that collects water from any condensation on the bottle.

The award was presented by Christophe Czajka, president of Luxe Pack; Pierre-Yves Masionneuve, former president of Luxe Pack; and Clemont Vachon, international marketing manager of San Pellegrino, which sponsored the event.

As for the trade show itself, following Luxe Pack's acquisition by French automobile and industrial communications company ETAI, the show's direction will soon undergo changes. Czajka, president of Luxe

Pack, who is also the director of ETAI, intends to do everything he can to attract more international visitors to Luxe Pack Monaco. This includes expanding the focus of the show to include more types of luxury packaging from other industries. "Perfumes and cosmetics will always



have a special role at Luxe Pack, but gourmet food, spirits, and jewelry will have a larger role in the future," says Czajka. "This will allow for the promotion of cross-fertilization and the opportunity for visitors to compare different market segments. The best ideas often come from looking at other industries."

Czajka also plans on encouraging attendance of more R&D experts, formulators, product developers, and retailers by creating two new show divisions (in addition to packaging). The new divisions will be called Luxe Formulation and Luxe Display. "We've been hearing a lot of feedback from marketing managers about the need to address point-of-sale issues in high-end retail outlets," says Czajka. He is also in the process of establishing delegations from the United States and Canada, with the purpose of helping to find ways to make the show more affordable for international visitors—which is sure to improve attendance.

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Sustainability

Senate Bill 556 is the Plastic Container Recycling Enhancement Act pending in New Jersey. It would add new, state-specific recycled-content requirements for personal care product packaging. If SB 556 is passed, it would require that "every rigid plastic container designed, manufactured, or sold in the state of New Jersey, by both product manufacturers and packaging suppliers for personal care products, contain at least 10% recycled content by January 2007." State penalties would be issued for non-compliance.

This bill is being sponsored by Senator Bob Smith (D-Piscataway) and chairman of the New Jersey Senate Environment Committee. (Smith also introduced several other plastic container recycling bills this year.) Senate Bill 556 recently failed to receive enough votes to be released from the Senate Environment Committee, but Smith plans to propose it again at the next committee meeting (which was scheduled to take place March 6, after this issue went to print.)

It would be extremely difficult—and even close to impossible—for every cosmetic and personal care manufacturer to meet the strict requirements within the scheduled time frame. The Cosmetic, Toiletry, and Fragrance Association (CTFA) has encouraged all of its member companies to write a letter of opposition to the Senate Environment Committee.

Many beauty companies told us,

off the record, that environmental and recycling efforts should be the individual responsibility of each company and not be dictated by law. Also, what happens when the sources of recycled materials runs out? Current recycling efforts do not always result in material that is clean



enough or sustainable enough to be used for beauty products. For this reason, there is a limited supply of recycled materials available that are high-quality enough to be used for cosmetic and personal care packaging.

Our whole system of recycling needs some improvement before our industry would be ready to follow such strict legislation.

Unfortunately, however, not enough beauty companies seem to be addressing these issues and voluntarily investing in the resources to create more sustainable packaging options. An admirable minority of companies has made it a priority to work with suppliers to find more ways of using recycled materials. (To read more about how one major beauty company is working toward developing more sustainable packages, read this issue's Inside Design column starting on page 36.)

Would Senate Bill 556 accomplish what it intends to do—to force our industry to take a closer look at sustainable packaging? Or would such a harsh, statewide law only serve to drive New Jersey companies to take their business to other, unregulated, states?

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