

COSMETIC/PERSONAL CARE

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Supplier Side

A Brush with New Technology

Anisa International recently introduced a new technique for decorating its plastic and wooden cosmetic-brush handles. Called Water Transcription, the process replicates complex artwork on brush handles.

To create the effect, a customer's artwork is printed on film, which is then floated on top of a water surface. The brush handle is inserted into the water, and the film transfers itself to the handle. This technique is similar



Anisa's new Water Transcription brushes.

to the Hydrographics process Crown Risdon developed to decorate Tommy Bahama's fragrance bottle caps.

WBE Certifies Pro-Motion

Contract labeling firm Pro-Motion Industries has received its Women's Business Enterprise (WBE) certification. To qualify for certification, companies must meet standards set by the Women's Business Enterprise National Council, an advocate of women-owned suppliers.

Pro-Motion Industries became a 100% women-owned business in 2005. It is also a supplier of three brands of labeling equipment.

Stock Packaging Is a Natural Fit for Officina

Officina, a marketer of personal care products formulated with active plant ingredients, took advantage of the cost-efficiency and versatility of stock packaging for its Urban Therapy product line.

Supplied by Cosmetic Packaging Group, a div. of O. Berk Co., the stock packages were used to house the line's balms, foot spritzers, gels, body creams, bath salts, mists, and concentrates. The stock components

included opaque white PET Boston Round bottles with black disc-style dispensing caps and black sprayers, cream jars with black polypropylene smooth-sided caps, and 1-oz clear PET Boston Round sample-sized bottles topped with black disc-style dispensing caps.

The Urban Therapy line is designed to combat stress, pollution, jet lag, and insomnia. According to



Marie Carrier, founder of Officina, Cosmetic Packaging Group's stock line suited the brand. "The packaging we chose is very simple and works well for Officina," she says. "We wanted the people who look at the products to feel that they are effective and serious, with a 'remedy' edge. The choice of the Boston

Round bottles and jars with black caps convey that feeling. The look stays homogeneous because the components are very classic."

"Officina is a company just starting out and needing many different bottles without having to support a huge inventory," Carrier adds. "O. Berk offers minimum quantities that [work well] for me."

A Display to Turn Customers' Heads

AVC Corp. has introduced a transparent product package with a unique rotating feature. The patented package features a plastic frame



with a rotating capsule in its center. Designed to house a product, the capsule turns 360°, showcasing a product from various angles.

According to AVC, the package is well suited for products with three-dimensional attributes, such as ultra-thin profiles, that are valuable selling points for marketing. In addition, the package is theft resistant and radio-frequency sealed.

M&H Plastics Offers Acid-Etched Decoration

In response to growing demand for frosted finishes, supplier M&H Plastics has developed a special effect for plastic packaging that simulates the look of acid-etched glass.

All of the company's PET and PVC components are available with the specialty finish. M&H Plastics supplies plastic bottles, jars, flexible tubes, and closures for the personal care industry.