

MAG

AW
2016

CLARINS

COVER FX

GUERLAIN

CHARLOTTE
TILBURY

NEW STOCK
& FINISHES

AW17/18
TRENDS



HCP
NEXT GENERATION PACKAGING



EDITOR'S

NOTE



Welcome to HCP's new look magazine, launching at Luxepack Monaco 2016! This season's magazine comes in a handy smaller format - ideal for popping in your bag for a thorough read later on.

If you're an avid reader of the HCP Mag, you may have noticed the face has changed on the Editor's welcome page. Sue Pickford, who previously designed and edited the HCP Mag, has moved to pastures new - notably to write her first novel! I've been working with HCP for several years on the trend ranges and am delighted to have now moved into the role of Creative Marketing Manager.

There has been exciting times within HCP of late, with a recent Innovation Summit held at the Shanghai HQ. Advanced packaging solutions and finishes that are visually striking are key drivers to HCP's R&D team - whether realising the visions of a brand with a custom pack or extending our stock range to respond to trends in materials, shape, function and application. As the market sees new brands being rapidly launched, it becomes ever more crucial for packaging to be unique and stand-out from the competition. Catching the eye of consumers is never an easy task but HCP are always seeking to inspire, invent and innovate for their customers.

This issue of the HCP Mag showcases many of our customers' exciting new product launches, new packs and finishes and of course an overview of our forecasted trends for Autumn Winter 17/18: Electric Dreams, Homespun and Botanica - the latter of which features on our new look front cover. For a full presentation of our trends, please get in touch with your local HCP representative!

Cheryl

CHERYL MORGAN
CREATIVE MARKETING MANAGER

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EDDY WU PRESIDENT & CEO HCP GROUP

No. 9456 Songze Avenue
Qingpu Industrial Zone
Shanghai 201700
China

T: +86 21 6700 0888

E: eddy_wu@hcpackaging.com



WELSON WONG CFO HCP GROUP

No. 9456 Songze Avenue
Qingpu Industrial Zone
Shanghai 201700
China

T: +86 21 6700 0888

E: welson_wong@hcpackaging.com



CHUN MAN KWONG COO & GLOBAL SUPPLY CHAIN LEADER HCP GROUP

No. 9456 Songze Avenue
Qingpu Industrial Zone
Shanghai 201700
China

T: +86 21 6700 0888

E: cm_kwong@hcpackaging.com



DAMIEN DOSSIN PRESIDENT HCP USA

1350 Broadway
Suite 1903
New York NY 10018
USA

T: +1 212 894 4736

E: ddossin@hcp-usa.com



ERIC FIRMIN PRESIDENT HCP FRANCE

10 rue Vignon
75009 Paris
France

T: +33 1 42 44 24 24

E: efirmin@hcp-france.com



JACKIE MANTLE MANAGING DIRECTOR HCP UK

Austin House, 43 Poole Road
Westbourne, Bournemouth
Dorset BH4 9DN
UK

T: +44 1202 670099

E: jmantle@hcp-uk.com



PRODUCT TYPES

COMPACTS & KITS
LIPSTICKS & STICKS
LIPGLOSS & MASCARA
BOTTLES, JARS & CAPS

DESIGN SERVICES

CREATIVE PACK DESIGN
TREND PREDICTION
ARTWORK CREATION
CONCEPT SKETCHES
3D RENDERING

ENGINEERING

2D & 3D CAD DRAWING
MODEL MAKING
TOOL DESIGN & CONSTRUCTION

MANUFACTURING

ALUMINIUM PRESSING & FINISHING
COLOUR MATCHING
MASTERBATCH PRODUCTION
MASCARA BRUSH MANUFACTURE
METALLISATION | SPRAYING | PRINTING

MOULDING EXPERTISE

IM | IBM | EBM
BI-INJECTION
OVERMOULDING

SUPPLY CHAIN

QUALITY CONTROL
LOGISTICS
REGIONAL WAREHOUSING

EXHIBITIONS

HCP are always innovating and anticipating their customers' needs, offering them only the best in trend-led packaging and value added finishing. Solutions for colour cosmetics, fragrance and skincare have been showcased at several exhibitions this year: Cosmopack Bologna (March 17 – 20), Luxepack New York (May 11 – 12), Cosmoprof Las Vegas (July 24 – 26) and ExpoPack in Mexico City (17 – 20 June). So far in 2016, HCP have presented three trend-driven ranges for the Spring Summer 17 season: 'Beachcomber', 'Lucky Dip' and 'Intense Spice', that highlighted their exciting range of components with creative applications including custom artwork. Turn to page 32 of this magazine or visit us on our stand at Luxepack to see the launch of the new trends for Autumn/Winter 17/18!

2016 EXHIBITIONS

Luxepack Monaco: September 21 - 23

Cosmoprof AsiaWorld-Expo - Hong Kong:
November 15 - 17

2017 EXHIBITIONS

Cosmopack Bologna, Italy: March 16 - 19

Luxepack New York, USA: May 10 - 11

Cosmoprof Las Vegas, USA: July 9 - 11

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Facebook.com/hcpglobalcosmeticspackaging



LinkedIn/ HCP Global Cosmetics Packaging



L-R: Damien Dossin (President HCP USA),
Jackie Carter, Sarah Larsen, Beth Wicker &
Eddy Wu (President & CEO HCP Group)

IN A SPIN!

HCP's specialists in Hinsdale have over forty years of combined experience in making brushes, providing the newest advances in shaping techniques. Using the latest technology, brushes can be customised to fit your formula requirements; from the type of fibres (DuPont™ Tynex® Fine Filaments), to the number of filaments on the brush, offering multiple options of mascara applications.

TORNADO

A DOUBLE 'V' GROOVE TWISTED TO 480°

Increasing the twist of the double 'V' groove brush not only increases the variation of bristle placement but also intensifies its ability to define and separate.

ROLLER COASTER

A DOUBLE 'V' GROOVE TWISTED TO 180°

The DuPont™ nylon fibres have been cut with two feed channels that release formula from opposing angles, while the stiffness and 180° twist of the bristles combs from root to tip.

QUASAR

FIVE 'V' GROOVES TWISTED CLOCKWISE 90°

Demonstrating the versatility of HCP's new machines, this tip has been cut with five feed grooves which allows for maximum loading plus multiple surfaces for improved combing and lengthening.

MEGASPIN

A DOUBLE 'V' GROOVE TWISTED TO 720°

Maximum escalation of the twist with two feed channels intensifies the tip's ability to comb lashes, create natural definition and separate precisely.

CAROUSEL

A SQUARE TAPERED TWIST

This innovative square brush, cut with a slight taper, has a large surface area for controlled coating and a minimal twist which helps grip lashes to give a long lasting curl.

WALTZER

FIVE 'V' GROOVES TWISTED ANTI-CLOCKWISE 90°

Using an alternative direction for the twist of the brush with quintuple grooves forms the optimum tip with prime performance for volume.

NEW STOCK

NEW & INNOVATIVE DEVELOPMENTS AT HCP PACKAGING

1.....

PET WATERPROOF MASCARA

HCP launch a PET bottle for waterproof formulations, suitable for the luxury aluminium Magnum mascara or the standard pack with the 13mm neck. This bottle works with the new technology: twist and cut brushes manufactured by HCP USA.



.....2

DOMED RADII SQUARE LIPSTICK & LIPGLOSS

The Radii Square Domed compact range, launched in 2015, has proved such a success that HCP has extended this domed top-plate design to the Radii Square Lipstick and Lipgloss packs. This range features a curved plastic top-plate which can be colour matched or transparent, while artwork can be applied to the back with hot foil, screen print and heat transfer techniques.

3

FUSION ROUND PRESSED POWDER DEEP COMPACT

The timeless appeal of the Fusion Round Pressed Powder Compact has been further evolved with a versatile, deeper version – ideal for baked cake formulations and packs that require the addition of a puff or sponge.

4

BROW GROOMER APPLICATOR

In response to the huge trend for bigger, bolder brows, HCP now offer a new Brow Groomer applicator to help create perfect arches. Compared to a standard soft flocked tip, the bristles are much stiffer to create a comb-like structure - essential for taming and shaping brows whilst simultaneously applying colour.

5

PREMIUM WEIGHTED PACKS

Want that premium feel that comes with a weighted item, but don't want to re-tool or compromise on the overall size of your pack? For the Magnum compact range, for example, HCP have the solution: moulding the inner base with denser ABS material will add a significant weight increase without altering the overall pack design.

6

FUSION GLASS ULTRA

A new and contemporary pack that is thick walled and highly complementary to the versatile Fusion Glass lipgloss range. Multi-functional applicators, a clear rod and several options for colour ID make this an essential pack for colour cosmetics brands. The bottle and base button are made of PETG to give an option for a crystal clear 'glass-like' appearance with transparent and opaque sections providing excellent formula compatibility. Fusion Ultra offers a great pack solution for light-sensitive formulations. This pack offers an OFC of 10.4ml (estimated declared fill 7.5ml).



7

MAGNI POTS

The popular 5ml PETG Magni Pot, admired for the premium glass-like effect of its extra thick base is now joined by two new additions in 15ml and 30ml sizes. With great compatibility for skincare and waterproof formulations, these new items come with a screw thread cap and can be supplied with different liners to suit different formulas.

Available November 2016.



FUSION GLASS LIP GLOSS WITH COLOUR BURST CAP

An exciting development in the rapidly expanding FUSION GLASS range, HCP Packaging launch a paper cap to offer innovative print solutions, enhancing this versatile Lip Gloss pack.



- ▶ A sleek tubular design with a glass-like appearance without risk of breakage.
- ▶ The paper cap enables multiple decoration & print possibilities.
- ▶ Cap finishes include matt, satin & gloss options.
- ▶ Available for both full size (OFC: 10.1ml) & mini (OFC: 6.4ml) Fusion Glass Lip Gloss.



NEW FINISHING TECHNIQUES

NEW & INNOVATIVE DEVELOPMENTS AT HCP PACKAGING

1.....●

UV SENSOR PRINTING

Applied as a screen print, this innovative new ink reacts to UV light - magically appearing before your eyes! Ideal for brands promoting SPF protection within their formulas, this ink will alert customers to the UV light in their environment, encouraging them to apply protective product.



●.....2

CRACKLE DECORATION

HCP's new 'Crackle Decoration' references the trend for packaging with a natural appearance; this unique decoration provides a tactile effect, key for a sensory experience.



1.....●

INTERSTELLAR DECORATION

Demonstrated in the new AW17/18 trend 'Electric Dreams', HCP launch a new splatter decoration that emulates the scattered stars in the night sky. Shown with a soft touch spray for added finishing appeal.



**A DAZZLING NEW COLOUR CHANGING FINISH
FROM HCP PACKAGING - EACH PIECE IS UNIQUE!**

PRISMATIC COATING

**AS FEATURED IN HCP'S
AUTUMN WINTER 17/18 TREND
'ELECTRIC DREAMS'**



ASK YOUR HCP REPRESENTATIVE
FOR PRODUCTION STATUS

MAG AW 16/17

| 13

.....

Guerlain's **La Petite Robe Noire** collection includes this cute custom made lipstick by HCP. These deliciously shiny lip colours come in vibrant shades for the younger market and retail for 29.50 Euros each. The outer pack is made of clear PMMA finished in UV spray and features a hot foil stamped logo, while the black moulded base is adorned with a clear Surlyn® heart; inspired by the original Petite Robe Noire fragrance bottle. The iconic heart ornament also allows the consumer to easily open, use and close the pack. The lipstick base has a Guerlain logo debossed into the mould, which the hot stamped logo on the outer cap perfectly aligns to – very clever and typical of Guerlain's attention to detail.

.....

1 SHADE FOR 3 INTENSITIES:

1 layer for a delicate halo of colour that offers a glimpse of the lip's sensual texture.

2 layers to light up your smile!

3 layers more for a bold, vibrant and sophisticated shade.





A RISING TREND IN TRAVEL PALETTES

A massive trend in colour cosmetics for people who are constantly on the go are travel palettes – everything that is needed to create a variety of beauty looks in one convenient pack! Responding to this trend, **Clarins are set to launch their custom moulded palette exclusively in Travel Retail from October 2016.** Containing all the products required for a complete look, the palette includes an eye pencil and mascara, several eye shadow colours, compact powder and blush, and lip colours that can all be easily adapted for daytime and evening.

The stylish plastic palette is injection moulded in a deep 'coffee bean' brown with a luxurious gold hot stamp logo on the cover, completed with a UV gloss coating on top to bring an added premium effect.

CHANTECAILLE

MERMAID EYE COLOUR

HIGH-PEARL, CREAMY, CREASE-RESISTANT EYE SHADOW

The new 'Mermaid Eye Colour' from Chantecaille is an innovative, crease-proof formula that can be worn wet or dry, as an eye shadow or eyeliner. The buildable metallic formula comes in four shimmering shades and is infused with a silk tree extract to lend a youthful appearance to the eye area.

Creamy, powdery feel makes it easy to apply with the fingertips.

Richly pigmented hues shimmer with a rich metallic sheen.

Buildable metallics mix beautifully with opaque shadows.

Exceptional adherence for long-lasting, even coverage.

HCP's 5ml Magni Pot has been given a chic appearance with the cap metallised in gunmetal and a screen print logo on the cap and front of the jar.



15 YEARS OF 2 LONDON ICONS KATE'S FAVOURITE NUDES

Created by Kate.

Inspired by her London looks.

Kate wears Lasting Finish By Kate lipstick shade 56 Boho Nude.

Kate



RIMMEL

GET THE LONDON LOOK

GIVENCHY

COUTURE MAKE-UP

.....

Givenchy's 2016 Eye Collection has certainly proved to be a show stopper! Featuring three catwalk inspired eyeshadows embracing the Haute Couture trend, the HCP 5ml Magni Pot was launched in time for New York Fashion week.

Each cap is elegantly finished with UV gloss and a one pass hot stamp decorative design, including an ultra-graphic patriotic stars and stripes design which also featured in Givenchy's limited edition 'La box New-Yorkaise'.

This Givenchy exclusive beauty box supplied through 'My Little Box' sold out in France quicker than one can say:

"IT'S COUTURE DARLING!"

.....



A Golden TOUCH...

JAPONESQUE®

.....

This ultra-chic new range from fashion-forward brand Japonesque features dazzling festive packaging from HCP for a Velvet Touch Finishing Powder and Highlighter.

Impressed by the luxurious compacts, Senior Beauty Editor for InStyle Magazine, Sheryl George thought the highlighters would make the *"perfect stocking stuffers"*. Featuring **HCP's Radii Square Blusher and Pressed Powder compacts with custom vac form inserts**, the range displays a black gloss UV lacquer and a top-plate finished with a champagne gold matt metallisation, completed with a one pass screen print logo in white above the clasp.

Already proving popular with industry gurus lucky enough to have a sneak preview, the compacts have been described as *"adorable"* by Kate Erickson from Glamour Magazine and Kelsey Castanon, Beauty editor for Cosmopolitan & Seventeen magazine, declared she uses the Velvet Touch Finishing Powder regularly and LOVED the new packaging and brush. She commented that the mirror in the powder saves the day! Kelsey thought the Highlighter Trio was so fun for holiday and loved that the same skintones can wear all 3 shades. Assistant Beauty & Fashion Editor for Family Circle Magazine, Daley Quinn mentioned that she loved the packaging of the holiday products and thought the individual sleeves were really genius.

.....



ILLAMASQUA

YOU ARE BEAUTY



VANITAS

THE NEW COLLECTION

In July 2016, Illamasqua launched 'Vanitas': an exclusive, limited edition collection inspired by the dark romance of 17th century still-life painting. This capsule collection includes 'Matte Lipstick': five dreamy shades with intriguing names such as 'Moth' and 'Born', stowed in a sumptuous HCP custom made pack. Inside, the A-shell is rose gold anodised, matching the rose gold metallisation outer pack, which also features an understated, clear screen printed logo. Retailing at £22.50, these creamy, moisturising lipsticks deliver immediate colour pay off and provide a smooth, matt finish that lasts all day.

TRULY EYE-CATCHING EYESHADOW PALETTES

PRETTY | FUN | FEARLESS

The Ciaté brand is the vision of celebrity manicurist and salon owner, Charlotte Knight. Her company's approach is to deliver fresh, fast-paced fashion and total commitment to innovation and quality. This summer Ciaté introduced three new truly eye-catching eyeshadow palettes retailing at £29.00 each, designed to express the unique sides of a personality and inspire a new approach to beauty looks.

The brightly coloured compacts include nine shadows in buildable, high fashion shades: 'Fearless Palette' has been created for barely-there to smouldering smoky eye looks, 'Fun Palette' offers pretty to high fashion statement hues and 'Pretty Palette' ranges from soft and elegant to beautifully intense.

Each palette is contained in HCP's stock **Divine Pressed Powder Compact** with base and cover moulded in black and UV gloss sprayed. The pack has been brought to life with clever lenticular top plates that show winking and blinking eye graphics when the pack is tilted. A custom insert has been developed by HCP, suitable for backfill technology.



ESPA

NATURALLY NOURISHED LIPS

ESPA's classic lipbalm in 'Pink Pomelo' has now been introduced as a permanent product in their lip care line. HCP have supplied their **Fusion Hot Pot** moulded in ESPA's signature aubergine colour with matt UV lacquer and a simple silver hot foil logo. This deliciously rich, 100% natural formula has been enhanced with Pink Grapefruit Oil and natural colour to leave lips delicately highlighted with a beautifully sheer, natural tint and flavoured with a zesty and uplifting citrus blend. Presented in a beautiful compact complete with integral mirror, this favourite handbag essential results in soft, nourished, supple lips with a hint of summer colour.

Also launched is ESPA's Nourishing Lip Treatment - natural therapy for soft, smooth and beautifully glossy lips. Uniting nourishing Raspberry and Pomegranate Seed Omega Oils, collagen-boosting Indian Gentian Leaves, Konjac Root and Hyaluronic Acid Filling Spheres, this potent, active-packed treatment instantly smooths the appearance of lines and strengthens skin. This product uses HCP's popular **Fusion Glass Lip Gloss Mini** with a clear matt UV lacquer for a frosted effect, ESPA's signature aubergine colour cap with matt UV lacquer, matt silver foil cheater band and white screen print design.



INSTANT LOOK IN A PALETTE

Charlotte Tilbury

INTRODUCING 'INSTANT LOOK IN A PALETTE' BY CHARLOTTE TILBURY

This all-in-one natural, glowing beauty kit is everything a woman needs for day to evening make-up! Enriched with radiance enhancing and colour correcting magic ingredients, it is perfect for a chic, effortless look on-the-go.

The 7 Secrets...

- 1 EYE BRIGHTEN**
A youthful brightening & priming eyeshadow.
- 2 EYE ENHANCE**
Adds dimension & illuminates.
- 3 EYE SMOKE**
Softly defines & builds to a natural smoky eye.
- 4 FACE BRONZER**
Defines cheekbones, jawline & nose shape.
- 5 CHEEK SWISH**
For a healthy, happy glow.
- 6 CHEEK POP**
For a natural 'lit-from-within' glow.
- 7 FACE HIGHLIGHTER**
Candlelight for the skin.



These amazing formulas are packaged in HCP's stock **Fusion Square Grande Compact** with a custom made insert. The cover and base are moulded in Charlotte Tilbury's signature 'rouge noir' with UV lacquer and a rose gold, hot foil stamp. For an extra special touch, the mirror is decorated with a screen printed star.



The colourful **Limited Edition 'Paradiso' Make Up Collection** from the UAE's homegrown cosmetics brand **Mikyajy** is bang on trend for summer with vibrant packaging and products for an intense, tropical beauty look.

Featuring **HCP's Fusion Round Bronzer**, as well as the **Pressed Powder Compact** and **Lipstick** from the **Radii Round** stock range, the packs are brought to life with vivid floral artwork, glamorous gold hot stamp designs and gold metallisation. Subtle texture contrast enhances the packaging with both shiny white from mould and matt UV lacquer on each item.

The collection includes 6 lipstick colours, each with a colour matched base button depicting a range of bright summer shades. The collection promises to evoke an inner tropical goddess; Mikyajy have created a collection that gives sunkissed, glowing skin and head-turning colour cosmetic looks with a bold and creative summer vibe.



LIP SENSATION MATTE MOUSSE

ORIFLAME
— S W E D E N —

Liquid lipsticks are all the rage right now, with the main perk being the incredible staying power of the product. Swedish based beauty company Oriflame has created ten intense liquid shades in the form of their new 'The ONE Lip Sensation Matte Mousse', from nude Toffee Cream to bright Coral Dream - great for summer! The light-as-air formula has a smooth, velvety finish and is infused with conditioning ingredients, so lips stay extra quenched.

The two-piece, PETG bottle is stylishly tapered with a slanted, silver metallised plastic cap, silver hot foil cheater band and front logo, combined with a carefully selected HCP stock feather tip for perfect application.



The ONE Lip Sensation Matte Mousse retails at £11.00 & is available online at:

www.oriflame.com

FOCUS EYESHADOW PALETTE

Thrive Causemetics creates high-performance, luxury cosmetics with a mission to empower women through beauty. For every product purchased, they donate one to a woman in need. All of their products are formulated by Thrive in Seattle and are vegan, as well as paraben, sulfate, latex and cruelty-free.

Thrive Causemetics' recent launch of their **Focus Eyeshadow Palette** is inspired by the Japanese art of simplicity – bringing clarity with four harmonious shades that enable a multitude of looks that work from morning coffee through to a midnight nightcap. HCP's **Radii Square Compact** is moulded in a vivid turquoise and features the newly developed **clear domed top-plate** with a simple silver hot stamp logo.

Available in two curated palettes with both matte and shimmer finishes, the rich colour, opaque coverage and key active ingredients allow for effortless blending and reliable performance. Key ingredients include Sodium Hyaluronate which hydrates, plumps and helps to minimize the appearance of fine lines. The formulations are created with a finely-milled concentrate of pigments to provide long-wearing, rich color and seamless blending. For extra versatility, the eyeshadows may be applied wet for deep, dramatic colour or to use as eyeliner.

Retailing at USD \$36 from thrivecausemetics.com



SEPHORA COLLECTION

MARA HOFFMAN

Mara Hoffman's boho-chic abstract prints, usually seen splashed across brightly coloured dresses and bathing suits, are now giving a range of cosmetics the same free-spirited vibe. The designer has teamed up with Sephora Collection on her first-ever, limited-edition makeup collaboration: 'Kaleidescape.' The news was announced in February during New York Fashion Week, as Sephora Collection provides the makeup for Mara's runway shows.

The collection features HCP's Fusion Glass Mini Lip Gloss with the newly launched 'Colour Burst' paper cap: enabling full colour decoration on the whole of the cap, perfect for Hoffman's intricate prints. Also supplied are HCP's Paper Fragrance Stick (Kaleidescape Cheek Trio) and Paper Lipstick (Kaleidescape Tinted Lip Balm) – again with Hoffman's signature colourful prints all over the pack. The collection has been created in collaboration with Orchard International - a full-service provider of turnkey solutions and sourcing for private label cosmetics, beauty and bath products.

Hoffman's direction for the ranges was that she doesn't like women looking like they're wearing makeup, preferring a more pared down look. The minimalist products she selected for the range were also inspired by her own hippie-chic beauty routine: *"I feel like I'm my natural most comfortable state of being when I look — it's not disheveled — but like I've been in nature on some level,"* she explained. *"That beach look is a really comfy space for me. A bit of salty, crusty hair. And sort of sun-kissed skin — but not really, because nobody needs a tan anymore."*



COVER | FX

PICK. CLICK. GO.

THIS INNOVATIVE, CUSTOMIZABLE BEAUTY TOOL EMPOWERS MAKEUP CONNOISSEURS TO CONVENIENTLY CUSTOMIZE THEIR MAKEUP WARDROBE.



This innovative product offers choice of 36 global shades of Correct, Cover or Enhance Clicks to upload into the Click Stick, transforming it into the perfect portable tool to correct, conceal, contour, highlight, strobe and illuminate the complexion.

Cover FX have used HCP's **stock Push & Pull lipstick** with a sleek gunmetal decoration on the sleeve and shells, silver metallisation on the lipstick base and simple screen print logos for a minimalist look. Available to buy separately, each 'Click' has a screen print decoration applied to the lipstick cap top for category ID.

CORRECT CLICK

A cream colour corrector available in 6 global shades to visibly even skin tone by neutralizing the appearance of discoloration.

ENHANCE CLICK

The Cover FX Enhance Click is a cream illuminator in a convenient stick for illuminating, strobing & highlighting the complexion with a luminous glow.

COVER CLICK

Ideal for contouring, highlighting, concealing & covering, this ultra-creamy formula is a cult favorite for its second skin texture & extreme blendability.



COLOUR MATCH

HCP SUPPORT NAILS INC WITH A FAST TURN-AROUND COLOUR MATCHING SERVICE UTILISING HCP'S IN-HOUSE MASTERBATCH PRODUCTION FACILITY.

This service enables Nails inc to launch up-to-the-minute, fashion focused shades quickly into the market. Nails inc gel effect polish has a revolutionary formula for long wear and high shine - available in a huge range of statement shades - with no need for a UV lamp!



HCP have recently teamed up with Davinia Fermi - celebrity makeup artist, hair stylist and founder/ director of UK based DFMA Make-up Academy to collaborate on innovative packaging development and industry activities.

Kicking off the partnership, HCP interviewed Davinia to get a professional makeup artists point of view of some of HCP's applicators and her predictions for the up and coming trends essential for the cosmetics packaging industry to take note of.



DAVINIA FERMI
DFMA MAKE-UP ACADEMY

+44 (0) 796 121 7660

@DFMAmakeup

DFMA Make Up Academy

dfmamup

DFMA Make Up Academy



HOW IMPORTANT DO YOU THINK COSMETICS PACKAGING IS TO PROFESSIONAL MAKEUP ARTISTS?

To makeup artists, I find it's all about space savers: palettes that double up for multi-use and packaging that shows the colour and content inside is always helpful. For example, many makeup artists will decant their lipsticks into palettes to have them all visible and in one place – I have lots of ideas on this that I'll be exploring with my own range!

DO YOU HAVE ANY PREDICTIONS FOR THE FUTURE OF THE COSMETICS PACKAGING INDUSTRY?

For travel, people are loving multi-purpose products! I think a double cheek stick would be good, bronzer cream and colour rouge or colour and highlighter, mascara that doubles up in colour so you can two-tone your eyelashes would be great too, or a liner and mascara in one. Palettes that are visual are really popular - the more the better!

YOU'VE RECENTLY TESTED SOME OF OUR APPLICATORS - HOW DID YOU FIND THEM FOR PROFESSIONAL USE?

For professional use on others, I'm more of a brush person than applicator – however on myself, I love **HCP's Brow Groomer** and it works really well with shadow and cream wax colour for brows! It is really user-friendly and doesn't lose its shape like an angle brush might; I also like that not only does it colour, but it also grooms the brows making it versatile and quite different for powders. This product is ideal for the trend for natural, bushy brows now that the craze for defined eyebrows is going out – big, glossy eyebrows with definition created with liquid/wax/cream formulations are going crazy!

HCP's 'Megaspin' mascara brush is fantastic and so easy to use - it instantly gives lift to the lashes while capturing all the hairs very well. A thick formula mascara would work well for this applicator as it really grips the lashes and gives a great even application so you don't need too many layers.

HCP's 'Mini Brow' brush is amazing for liquid products for brows which is really on trend for bushy, coloured brows. As it is small it's very effective for brow definition and very easy to use for more detailed grooming. The 'Mini Brow' is also great for the fun trend to add colour flashes to your lash tips or a two-tone effect to the lashes. It is also ideal for lower lashes, for those who wear lash extensions. Another good use would be mascara for your hair: for example, to catch any fly away greys in-between hair colouring.



MINI BROW BRUSH



BROW GROOMER



MEGASPIN MASCARA BRUSH

TRENDS
AUTUMN WINTER 17/18

ELECTRIC DREAMS

BRIGHT & CONTEMPORARY

INSPIRED BY CITY LIGHTS & CLUB IMAGERY

AN EXPLORATION OF COLOUR & LIGHT

NEON CONTRASTS WITH BLACK

COLOUR CHANGING FINISHES

HOLOGRAPHIC FOILS



TRENDS
AUTUMN WINTER 17/18

Homespun

VINTAGE STYLES & HANDCRAFT

A NEED FOR COMFORT & SANCTUARY

TACTILE FINISHES IN AUTUMNAL TONES

HANDCRAFTED FLORAL DESIGNS

EMBROIDERED & HAND-PAINTED ARTWORKS

BRUSHED GOLD TYPOGRAPHY





TRENDS
AUTUMN WINTER 17/18

BOTANICA

SCIENTIFIC & BOTANICAL

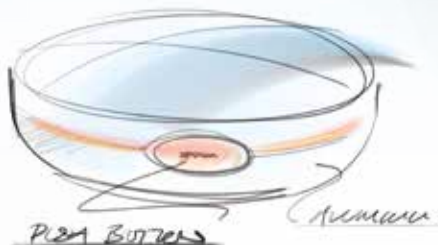
ORGANIC SKINCARE THAT IS EXCLUSIVE & PREMIUM

TRANSLUCENT FLORALS & TESSELLATED GEOMETRICS

PALEST TINTED WHITES FOR A CLINICAL PALETTE

COMPONENTS ARE MINIMALIST & SLIMLINE

BEAUTY IS ETHEREAL & FUTURISTIC



HCP Packaging have an extensive international design team, dedicated to developing innovative pack solutions - to not only extend the HCP stock offering, but also to provide customised solutions for customer brands.

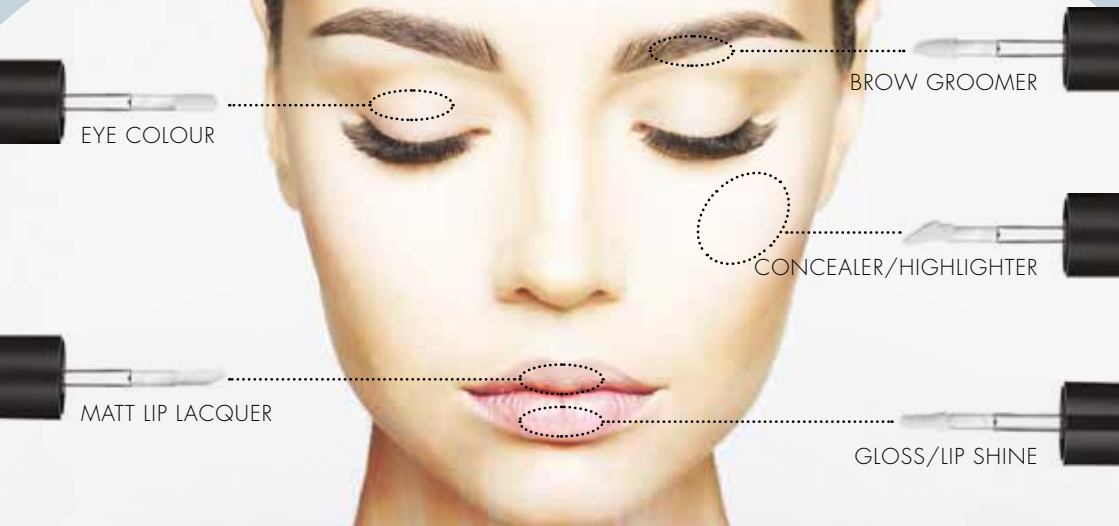
FREEHAND CONCEPT SKETCHES

Whether working with a brand to realise their packaging visions or generating highly contemporary & original concepts, HCP provide a full design, manufacture & finishing service with quality, innovation & creativity in mind.



HIGH QUALITY PACK RENDERS

FUSION GLASS ULTRA



HCP PACKAGING INTRODUCE FUSION GLASS ULTRA

A new & contemporary design that is thick walled & highly complementary to the versatile Fusion Glass range. Multi-functional applicators, clear rod, options for colour ID with transparent/opaque sections & excellent formula compatibility makes this an essential pack for colour cosmetics brands.