

MAG

AW
2017

L'ORÉAL PARIS

SOAP & GLORY

CLARINS

CHANTECAILLE

ORIFLAME

CHARLOTTE
TILBURY

HCP & RUSI

CUSTOMISE
YOUR MASCARA

NEW STOCK
& FINISHES

AW18/19
TRENDS



HCP
NEXT GENERATION PACKAGING





Editor's Note

THINK GLOBAL | ACT LOCAL

Welcome to the Autumn/Winter 2017 HCP Mag - we hope you find it informative and inspirational.

HCP are striving to enhance their global presence within the beauty industry by bringing balance and stability; strengthening their offering in Europe to complement already established sites in Asia and the Americas.

This demonstrates HCP's ongoing commitment to the industry in terms of thinking globally but being able to act locally; satisfying our customers' desire for technology, flexibility and speed-to-market. A key expanding product category of investment for HCP, new sites bring a more complete mascara beauty solution, enabling pack production in

Europe and applicator technology know-how to be transferred to emerging beauty markets in Asia.

HCP are delighted to present German manufacturer Rusi: for news of the acquisition, turn to page 8.

Other highlights include new trends for AW18/19, a guide to customising mascara for your brand, new stock packs and beautiful finishing solutions to add the wow-factor to packaging.

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HCP | COMPANY PROFILE

A TRUSTED GLOBAL PARTNER AT THE FOREFRONT OF CREATIVITY & INNOVATION, DRIVING THE FUTURE OF BEAUTY PACKAGING

Founded in 1960 in Taiwan, multi-award winning HCP is one of the world's leading primary packaging companies with a particular focus on the design, development and production of packaging materials and solutions for the cosmetics, skincare and fragrance industries. HCP's product portfolio includes: standard and customised compacts, kits, lipsticks, mascara, plastic moulded and fibre mascara brushes, eyeliner, lip gloss, pots, jars, tittles and bottles, closures and other cosmetic items.

SERVICES INCLUDE:

- ▶ Design and visualisation
- ▶ Full service capability for packaging supply
- ▶ R&D with packaging innovation
- ▶ Fast prototyping/pilot tool development
- ▶ Production tool development
- ▶ Extensive process & finishing capability
- ▶ Efficient & cost effective manufacturing
- ▶ Global & local technical & commercial support
- ▶ Logistic solutions & regional warehousing

EXTENSIVE PRODUCT RANGE & FINISHING CAPABILITIES

HCP's ability to support customers on the design, development and manufacture of customer originated or in-house designed custom products is second to none. HCP's finishing options and processes are globally renowned with options that include in-house resin coloration, hot stamping and screen printing through to complex UV metallisation and electroplating.

ENGINEERING

A prestigious reputation for top quality and efficient engineering is underpinned by experienced and skilled engineers who support the development of a wide range of machined components to a very high standard, realising single prototypes to volume manufacture, customers benefit from regional engineering support.

MANUFACTURE

HCP serves its global customers through nine world-class production facilities: four in China and locations in Northern America, Mexico and Europe. Technologies include moulding (including bi-injection), injection blow moulding, extrusion blow moulding and metal pressing. As one of the most experienced cosmetics packaging companies in the world, HCP are confident all customers' packaging needs can be met, from concept to finish, all under one roof.

MEET THE LEADERSHIP TEAM

HCP PACKAGING is managed by an experienced international team, providing global and local sales, project and engineering support.

For more information on any feature in this magazine, please contact with your local sales representative - all details are available on www.hcpackaging.com

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HCP WEST COAST'S NEW SHOWROOM

**HCP PACKAGING USA WEST COAST OPENED
A STUNNING NEW SHOWROOM IN JULY 2017**



LA IS LOVING LENTICULAR!

To celebrate the relocation and make a memorable way to remind customers of the new address, HCP have created a fun LA inspired lenticular top-plate design. Featuring a sunset beach scene with a cool girl that flips poses, this top-plate technology is ideal for brands looking for an interactive element to their packaging. Please update your records:

HCP West Coast USA

2262 E. Maple Ave.

El Segundo

CA 90245

USA

HCP commissioned iconic LA artist Kelcey Fisher to create a beautiful mural in the new West Coast showroom, incorporating beauty imagery and his signature soft primary hues and pattern work. HCP are delighted with the result, giving a stunning backdrop to the packaging displays. Born and raised in Miami Beach Florida, Fisher is inspired by the neon lights and 80s pastel inspired designs of his surroundings and his memorable work can be seen throughout the streets and residences of Southern California.



To arrange a visit, please contact HCP's Director of West Coast sales:

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HCP SPONSOR CEW ACHIEVER AWARDS

HCP Packaging was a proud sponsor of industry veteran and NARS President Barbara Calcagni for the prestigious 2017 CEW Achiever awards; recognising the accomplishments of women leaders in the cosmetics industry and acting as an inspiration for future leaders and companies to support women's advancement. Barbara, along with several other Cosmetic and Personal Care industry leaders, were honoured at the annual ceremony held on September 15th 2017 at the prestigious New York Hilton hotel. Barbara Calcagni was appointed President of NARS, a Division of Shiseido, in 2015 after successfully leading the brands marketing efforts worldwide since 2008. HCP provided their 'Take your Time' timewheels for the gift bags, featuring the 'Crystal Skies' HCP SS18 trend on the sleeve.



IOPP - 2017 AMERISTAR PACKAGE AWARDS COMPETITION

At the 2017 AmeriStar Package Awards Competition held by The Institute of Packaging Professionals (IoPP), M.A.C Cosmetics won in the cosmetics category for their M.A.C Mariah Carey launch. A stunning collection that was curated by Mariah herself; the music legend who has been labelled the 'patron saint of glitter'. With silver glitter and metallic gold elements for show-stopping appeal, HCP Packaging supplied the lipstick, lip gloss, pressed powder and eyeshadow, also achieving the intense silver glitter finish.



HCP ACQUIRE MANUFACTURING PLANT IN GERMANY

HCP PACKAGING PURCHASE 100% STAKE IN GERMAN COSMETICS PACKAGING MANUFACTURER RUSI

31st August 2017 saw the exciting acquisition of German cosmetics packaging manufacturer Rusi Cosmetic GmbH & Co by HCP Packaging, supported by Baring Private Equity Asia. A key strategic move to enhance HCP's manufacturing capabilities in Europe, this acquisition will add extensively to HCP's stock portfolio for mascara, eyeliner, lipstick and lip gloss categories.



RUSI MANUFACTURING PLANT | BECHHOFEN GERMANY



With over 40 years of engineering and packaging expertise within the cosmetic industry, Rusi stands for high product quality, flexibility and efficiency and maintains a high reputation in the market segment of decorative cosmetics packaging. Rusi's years of proficiency coupled with its position in the industrial zone of Bechhofen in Germany, makes this acquisition a natural fit for HCP Packaging and provides a fantastic location for manufacturing in the heart of Europe. With this addition of a manufacturing plant near Nuremberg, 1.5 hours from Munich, HCP's ability to work dynamically and convert business swiftly is enhanced with a stronger international presence that can act locally to meet the customers' need for speed-to-market, flexibility and the latest technology.

Rusi's product range extends from their heritage of mascara brushes to complete packaging solutions: moulding and finishing, as well as applicators for mascara, lip gloss and eyeliner. Rusi also holds an excellent reputation in the industry for sustainability, maintaining standards and being able to respond to the high demand of natural and organic cosmetics.

Together, HCP and Rusi present a strengthened collaborative stock and custom packaging portfolio, combined expertise in fibre mascara brush design and manufacture as well as decoration and finishing solutions. Combining with the world-class plastic brush capabilities that 2016's acquisition of SIMP brings, the HCP family now offer the industry's widest range of applicators and packs to offer complete mascara beauty solutions.

For more information regarding Rusi, please visit: www.rusi.de

SIMP RELOCATION

SIMP PREMISES RELOCATED TO TIGERY, FRANCE

Following an exciting period of growth and SIMP's acquisition by HCP, July 2017 saw the relocation of SIMP's factory from their site in Draveil near Paris, to new premises in Tigery, nearby. The move will enable SIMP to support growth and meet the industrial challenges of the future. With this investment in a larger production facility, SIMP will be able to expand industrial processes and the scope of their intellectual property.



The proximity of the new site has enabled SIMP to retain the existing workforce - essential for a smooth transition and ensuring the quality of service during and post relocation.

With a ground area of 14,000M², the new site means SIMP have doubled production and storage capacity, therefore optimising production flow.

Through this major investment, HCP and SIMP demonstrate commitment to customers to support continued growth, providing a full beauty solution but also for SIMP to continue to operate independently within the HCP family.



Please update your SIMP contact details:

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EXHIBITION HIGHLIGHTS | 2017



COSMOPACK BOLOGNA MARCH 2017

COSMOPACK BOLOGNA 2017 was the busiest yet for HCP, with the team meeting many existing and new customers. According to show organisers, more than 250,000 visitors from 150 countries attended the event, with a 16% increase in foreign professionals compared to last year. The eye-catching displays of the latest trend ranges for Spring Summer 18 welcomed visitors as they entered the hall, while many new stock items and finishes featured on the booth.

LUXEPACK NEW YORK MAY 2017

LUXEPACK NEW YORK 2017 celebrated 15 years of packaging innovation for its 15th Annual Edition and proved to be an inspiring show for exhibitors and visitors alike. An incredibly busy show for HCP with many successful customer meetings, Luxepack is also a great opportunity for the international HCP teams to meet, share market feedback and discuss ideas for new product development.



UPCOMING SHOWS

THE HCP PACKAGING GROUP maintain a strong calendar of international exhibitions each year, meeting with existing customers and welcoming new visitors to their booth. The exhibitions are an ideal opportunity for customers to meet the teams, better understand HCP's capabilities and discuss new projects.

EUROPE

**LUXEPACK
MONACO**
2 - 4 OCTOBER 2017

**COSMOPACK
BOLOGNA**
15 - 18 MARCH 2018

**COSMETICS
BUSINESS
MUNICH**
06 - 07 JUNE 2018

**MAKEUP IN
PARIS**
21 - 22 JUNE 2018



NORTH AMERICA

**LUXEPACK
NEW YORK**
16 - 17 MAY 2018

**COSMOPROF
LAS VEGAS**
29 - 31 JULY 2018

ASIA

**COSMOPROF
HONG KONG**
14 - 16 NOVEMBER 2017

HCP NEW STOCK

THE LATEST ADDITIONS TO HCP'S STOCK RANGES



MAGNUM FULL SIZE SLIM LIPSTICK - 65S

This all-aluminium full size lipstick has a slimmer profile than the current Magnum lipstick, a stylish luxury addition to the Magnum range. The cup size is 12.7mm while both the cover and base are weighted for a premium feel. The pack can be anodised to produce a shiny, matt or satin finish and screen printed.

RADICAL FULL SIZE LIPSTICK - 66D

This soft square full size lipstick has a 70/30 cap/base split and comes with a 12.7mm mechanism. The cover, collar and base are moulded in ABS material and can be decorated with vacuum metallising, spray, hot stamping or screen printing techniques.



FUSION TRIMLINE WAND - 66A

Following the success of the Fusion Slim Wand, the new Fusion *Trimline* Wand has been developed with an elongated base profile for precision application. The cap and base are flush fitted for a seamless and sleek appearance while the base can be weighted for premium feel. The mechanism holds an 11mm cup. The ABS cap and base can be extensively decorated via metallisation, spray finishes or with a printed design, while the A-shell can be anodised and screen printed.



MINI LIPSTICKS:

FUSION SQUARE - 66N & RADICAL - 66O

Capturing the craze for miniature packaging, HCP introduces not one but two new mini lipsticks for the Fusion Square and Radical ranges. The Fusion Square Mini Lipstick has a sharp square profile with a 50/50 cap/base split, while the Radical Mini Lipstick features a soft square profile with a 70/30 cap/base split. Each pack features an aluminium A-shell and 9.6mm mechanism.



FUSION SQUARE LIP GLOSSES

FULL SIZE - 65X | OFC: 10.1ML

MINI - 65Y | OFC: 6.4ML

Sharp and geometric, the Fusion Square Lip Gloss is available in full and mini sizes - a versatile pack ideal for all uses. The bottle and shoulder are injection moulded in crystal clear or coloured PETG. The one-piece ABS cap can be metallised, sprayed, hot stamped or screen printed.



FUSION ROUND & SQUARE LIP GLOSSES | MIX & MATCH!

The stock Fusion Lip Gloss is available with both round and square profiles; in full size and mini, with a new super mini size added to the round range. For extra versatility, the caps come with various height options and are fully interchangeable to create a variety of options for the ideal lip gloss combination.



FUSION ROUND

SUPER MINI LIP GLOSS - 65T

As part of the Fusion Glass range, this new super mini size lip gloss also displays all the desirable qualities of glass but without the fragility. This sleek, tubular design complements the existing full size and mini versions - a great solution for trial or travel packs, with an OFC of 2.3ml. The bottle and shoulder can be injection moulded in crystal clear or coloured PETG. The two sizes of one-piece cap are moulded in ABS material and can be metallised, sprayed, hot stamped or printed.

RADICAL ULTRA LIP GLOSS - 66C

This new lip gloss has a contemporary soft square profile, with a thick-walled PETG bottle and base button. It is great for formula compatibility, with options for transparent and opaque sections for complete or partial colour ID. The flexible secondary finishing options for the Radical Ultra Lip Gloss makes it suitable for light sensitive formulations. Multi-functional applicator options are available, featuring a clear PCTA rod and concealed fill level neck. The OFC is 10.4ml, with an approximate declared fill of 7.5ml.





.....WAVE APPLICATOR - JLR-31

The Wave applicator allows application orientation on the lips to ensure an even and smooth coverage when applying product.

PALM APPLICATOR - JLR-28.....

This wide and softly rounded applicator is ideal for generously loading product onto the lips or for applying treatment to the delicate eye area.



.....BALLET APPLICATOR - CH16007

The softly rounded tip of this applicator combines with a two-sided flat surface to allow for optimum agility during application.



FUSION ROUND DECO COMPACTS

GRANDE - 96I | PRESSED POWDER - 94W | BLUSHER - 96H | EYE-SHADOW - 96N

An evolution of the highly popular Fusion Round range, the 'Deco' extension offers the addition of a versatile decorative feature. A variety of top-plates can be incorporated, such as plastic, metal, gel, paper or fabric. Now available for the eye-shadow, blusher, deep pressed powder and grande compacts.

FUSION MAGNETIC PAINTBOX - 96F

This luxurious palette captures all the desirable features of a contemporary pack. The super-slim profile keeps the item portable, with a magnetic closing system for a premium feel. The insert features eight uniform pans, enabling a large selection of colours for a complete make-up look. The cover can be decorated with a hot stamped or screen print design or heat transfer label. The cover, insert and base can be metallised or sprayed for beautiful packaging appeal completed with a full size mirror and a recess to hold an applicator.



MINI BROW ELLIPSE - XP06980

A super mini brow brush that is ideal for shaping brows step by step.



.....BROW ELLIPSE - XP06981

This larger oval brow brush is perfect to shape and define arches for a naturally full brow look.

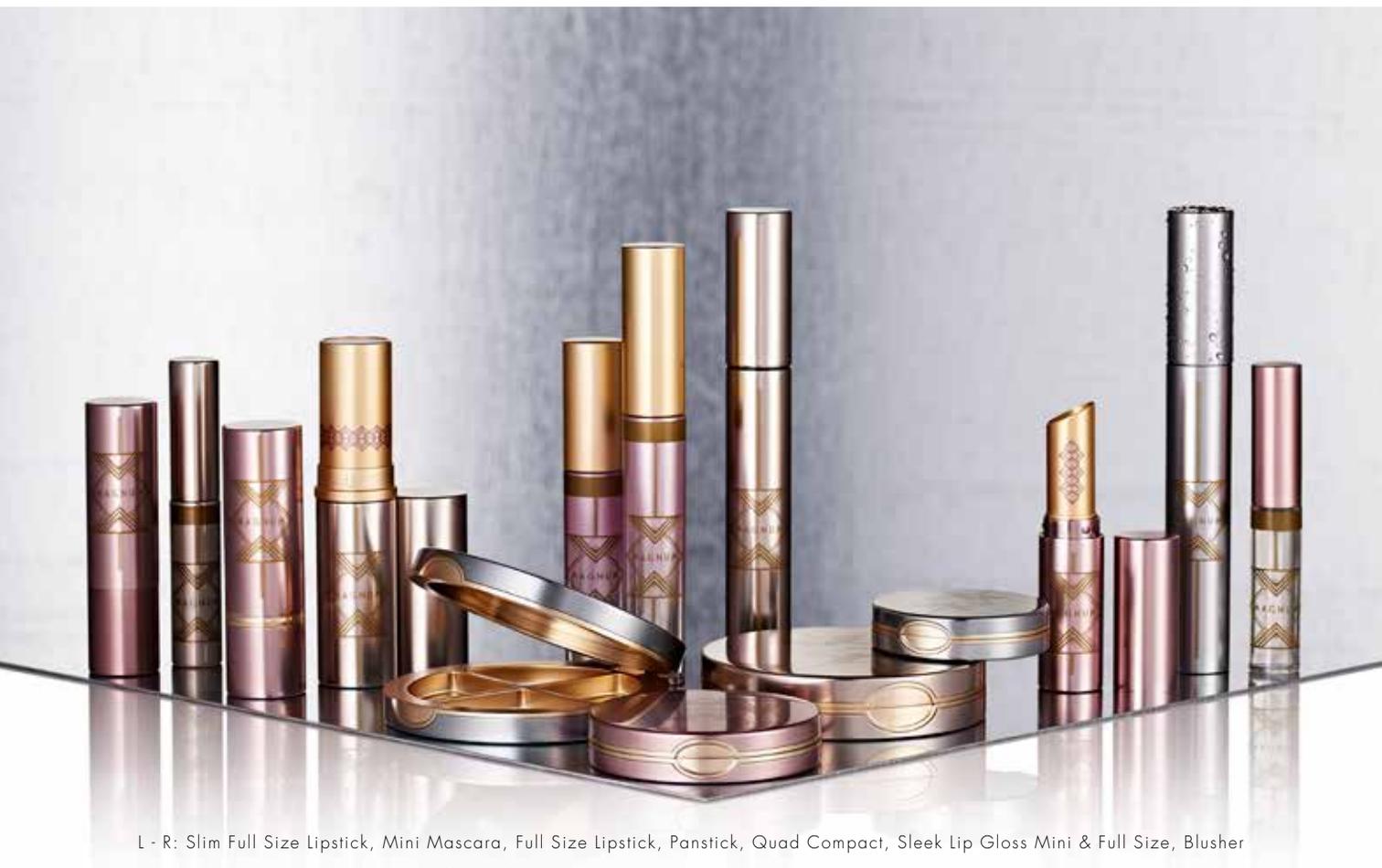


NEW STOCK

ALLURING ALUMINIUM

THE COOL TOUCH OF METAL

HCP's chic aluminium Magnum stock range is an ideal premium choice; combining the cool touch of metal with sleek contours for the ultimate in metallic luxury cosmetic packaging. Initially comprising three sizes of compact for eye-shadow, blusher and pressed powder/quad insert, a full size lipstick, panstick and mascara, HCP have developed the range to include four beautiful new packs. The range can be anodised with a shiny, satin, matt or brushed surface while decoration can be added with UV sprays and screen printing.



L - R: Slim Full Size Lipstick, Mini Mascara, Full Size Lipstick, Panstick, Quad Compact, Sleek Lip Gloss Mini & Full Size, Blusher Compact, Cream Mascara, Pressed Powder & Eyeshadow Compacts, Triline Lipstick, Waterproof Mascara, Mini Lip Gloss

Added in 2017 were the **Magnum Trimline Lipstick** and **Sleek Lip Glosses**. The **Magnum Trimline Lipstick** has a contemporary silhouette that complements its full size counterpart. The refined shape is proving popular in the lips category both in terms of style and for enhancing dexterity during application. The pack is ideal for shimmery and lip balm formulas with an 11mm cup and slanted A-shell. Both the cover and base are weighted to add an extra feeling of luxury.

The **Sleek Lip Glosses** are available in both full size and mini with a luxurious aluminium cap. The thick-walled PETG bottle offers crystal clear packaging appeal while the bi-injected wiper combines the hardness of LDPE for pull-force retention with the softness of TPE for a superior wiping function. The cap can be anodised in a variety of effects while the bottle can be tinted or colour moulded, UV sprayed, with artwork added by heat transfer label, hot foil or screen print.

The latest addition to the range, the **Magnum Slim Full Size Lipstick** displays elegant lines with a slim profile; a beautiful sister pack to the Full Size and Trimline lipsticks. This pack can be anodised with a shiny, satin, matt or brushed surface while decoration can be added with UV sprays and screen printing. This 12.7mm cup lipstick is available with a weight option in both the cap and base.



LEFT - RIGHT: Trimline Lipstick, Sleek Lip Gloss Full Size & Mini, Slim Full Size Lipstick



NEW STOCK

ABSOLUTELY FLAWLESS

THE RADII & RADICAL RECTANGULAR PALETTES

HCP's Radii and Radical Rectangular Palettes are versatile new packs with four stock insert options, giving brands the opportunity to present a range of multi-product kits. As consumers look to brands for a one-stop make-up solution (to ensure they are always selfie-ready!), palettes with stock options or customisable inserts are the ideal choice for products such as contouring/strobing kits, eye-shadow palettes, brow kits or a 'look in a palette' with a combination of formulas for making the most of each facial feature. Available with or without a recess, the cover offers endless decoration possibilities.

CONTOURING/STROBING KIT

To achieve a flawless base and enhance the lines of the face, contouring, strobing and canvassing are all making waves. This insert features seven large pans, ideal for presenting formulas for two tones of shade plus highlighter and blusher.



EYE-SHADOW PALETTE

With eight uniform pans, this insert is perfect for everyday nude tones as well as colourful limited edition eye-shadows. For the consumer who likes to frequently experiment with their beauty look, this option allows for a wide colour choice.



BROW KIT

As the trend for perfectly groomed arches shows no signs of abating, this insert provides pans for a selection of tones of brow powder, clear or coloured waxes, concealer and highlighter to present a fully comprehensive, versatile and stylish brow kit.



MULTI-PRODUCT KIT

For the ultimate in products to speed up a make-up routine, for travel or application on the go, the one-stop 'look in a palette' is becoming an essential kit for consumers. This insert displays a variety of pan dimensions to best cater for each product type.



Macademician Girl Makeup FOR Æ PAESE

Polish cosmetics brand Paese launched for 2017 a beautifully decorated range of lip gloss, liquid lipstick and a co-ordinating compact mirror in collaboration with popular Polish fashion, beauty and lifestyle blogger, Macademician Girl - AKA Tamara Gonzalez Perea. With 180,000 followers on Instagram and close to 40,000 subscribers to her YouTube channel, Tamara is a self-professed non-conformist; valuing colour, originality and her sense of style as her language of communication.

**“Her greatest love is fashion...
& true love lasts a lifetime!”**

HCP worked closely with both Paese’s product development team and Tamara herself to design and create the eye-catching packaging to reflect her colourful personality, also taking initial inspiration from HCP’s Spring Summer 2017 trends.

HCP have supplied packaging for three beautiful items in the Macademician Girl Makeup for Paese range: the Fusion Glass Lip Gloss Full Size, Fusion Glass Lip Gloss Mini and Fusion Square Pressed Powder Compact, which is presented as a mirror compact. The range includes six juicy liquid lipsticks and five lively lip gloss shades to achieve a variety of looks - tips can be found on Macademician Girl’s blog!

The lip gloss packs are metallised with a vivid blue, cerise pink and gold gradient, a gold foil floral design to the cap and blue screen print logo to the bottle. Featuring the HCP stock Bowl applicator, a flexible design that hugs the lips while the reservoir feature holds extra formula for product superior loading. The compact mirror is metallised in shiny gold, with a two colour gradient spray to the base and an intricate two colour screen print design to the cover. The inside of the compact includes a magnifying mirror - ideal for retouching your lips on the go!



PASSION, ELEGANCE & BEAUTY

Mesauda Milano is a young and dynamic cosmetics company whose brand philosophy is to provide innovative yet competitively priced products. A brand with passion and dedication, Mesauda Milano seek to add class and elegance to their customers' beauty look, promoting the concept that beauty doesn't just lie in aesthetics, but also in health, protection and respect for uniqueness and diversity. The research and specialised production that goes into each and every product is at the heart of the brand, ensuring a high level of quality, wide choice of formula and on trend colours – all presented in packaging that is both functional and beautiful. HCP is pleased to supply packaging for four of Mesauda's products, carefully selected from the stock ranges and decorated inline with the brand image.



Mesauda's Vibrant Lipstick has a luxuriously creamy formula for a gliding application coupled with a rich and vibrant colour payoff. The brand intends to leave the customer overwhelmed by an explosion of pure and brilliant colour - a real lips aphrodisiac! The lipstick is presented in the HCP stock **Fusion Round Lipstick**, black moulded with a glossy spray and shiny silver hot foil logo.

The Extreme Matte Lip Gloss is an irresistibly matt formula which promises to give a unique and sensorial experience - a revolutionary product that combines the comfort of a lipstick with the sensuality of a matt liquid lipstick. The colour blends with the lips and is fixed for hours, ensuring a no-transfer finish while the essential oils provide an intense and continuous hydration. Available in ten delicious shades for a veil of pure colour to suit every mood and skin-tone. The product is housed in the HCP stock **Fusion Glass Lip Gloss** with black screen print decoration, completed with a matt UV spray to complement the formula. The black cap is matched in a matt UV spray.



The Nude Skin Powder - Natural Effect Loose Powder gives a velvety yet fresh and natural look that is suitable for all skin types. The luminous powder leaves the skin looking radiant and smooth, while simultaneously enhancing the longevity of foundation and fighting shine. The paraben, talc and fragrance free formula is presented in the HCP stock **363 Meridian Jar**, with a matt black cap and a transparent jar with a one pass screen print design. Also presented in the 363 Meridian Jar is the Invisible Skin Finish – Translucent Loose Powder. This 'anti-imperfections' product fixes make-up for a long-lasting look; mattifying shine whilst achieving a natural effect.

All products are available online at www.mesaudacosmetics.it



deliplus

COLOR

Deliplus, the supermarket own-brand from Spanish retailer Mercadona, offers products for skincare and colour cosmetics that promise high quality at very affordable prices. Two new launches from Deliplus include the concealer 'Corrector Fijo & Cubriente' and also 'Balm Me', filled by WeColors in Barcelona.

The Fijo & Cubriente Corrector is presented in the HCP stock **Fusion Glass Mini Lip Gloss**, with a matt silver metallised cap, UV matt spray to the clear bottle and silver graphics. This thick walled pack is ideal for brands looking for a stylish way to show shade ID. The HCP **Feather applicator** optimises product loading and is ideal for accurate application of the long lasting, high coverage formula that perfects the skin for a smooth look.

Available in two shades, the 'Balm Me' powder is a soft and creamy texture that provides a balm effect for the skin and can be used on its own or over make-up to minimise imperfections. Housed in the HCP stock **Luna Square Compact**: a soft square design, moulded in a flesh tone, with two passes of screen print on the cover.





HAUTE TOLÉRANCE

ROUGE À LÈVRES LIQUIDE

Founded by pharmacists Patrice and Danielle Soyer, of Laboratoires Contapharm, French brand Eye Care Cosmetics originally specialised in contactology as they noticed through their work with ophthalmologists and opticians that there were no cosmetic products adapted for contact lens wearers. The brand has now evolved their pioneering approach with the development of make-up products tailored to all types of eye and skin sensitivity, underpinned by their extensive expert knowledge; with doctors, dermatologists, allergy specialists and ophthalmologists recommending the range.



Eye Care Cosmetics' Liquid Lipstick has an innovative high-tolerance, non-transferable, fast-drying formula with perfect staying power for a professional finish. Available in six intense colours with very rich pigments and a perfectly matte, non-drying finish, its velvety gel texture enables application with an ultra-soft feel for extreme comfort. The brand aims to use ingredients that are natural or of natural origin, selected for their safety and results. The liquid lipstick is presented in the HCP stock **Fusion Glass Mini Lip Gloss** with a silver metallised cap and coordinating silver graphics to the thick-walled clear bottle; allowing for good colour ID.

The full range is available at www.eyecare.fr

SHINE CARESSE TINT OIL ECLAT

The new Shine Caresse Tint Oil Eclat from L'Oréal Paris comes in a range of vivid tones, reflected by the bright and shiny packaging. The custom pack has been metallised in a light shiny gold finish and then an eye-catching gradient spray has been applied to the PETG bottle in hues of emerald, azure, magenta, violet, tangerine, lime, coral and burgundy.

Currently the product is available in the Japanese market through the supermarket Loft and will be launched in China and other Asian countries during 2017.



shu uemura

ROUGE UNLIMITED SUPREME MATTE & SHEER SHINE LIPSTICKS

A beautiful pair of lipsticks from Shu Uemura's Rouge Unlimited range gives the consumer a choice of a super-matt or sheer shine formula, with a wide range of colours suited to different moods and skintones. The packs feature an aluminium inner base and a-shell in a shiny or matt anodised finish, with a transparent outer base and cap for a contemporary look. The lipstick is completed with a black screen printed logo to the a-shell.

The Rouge Unlimited Supreme Matte is a comfortable matt formula suitable to wear everyday, with moisturising ingredients to deliver maximum results. The unique creamy texture is available in fifteen wearable shades perfect for many occasions.

The Rouge Unlimited Sheer Shine lipstick has a formula that blends easily with the lip's own hue, creating an individual look with magnified shine and vibrant colour. This lipstick is created with a new technology: Shu Uemura's 2nd generation hybrid pigments that produce a more vivid, wider range of colour while retaining purity and transparency.

“A lightly melting lipstick enhanced with hybrid pigments to create a beautiful sheer finish.”

Each lipstick retails at \$30 and is available online at www.shuueemura-usa.com





NEW HCP STOCK

Pretty Petite

THE DREAM MINI DUO: FUSION GLASS SUPER MINI LIP GLOSS & FUSION ROUND MINI LIPSTICK

As the trend for cosmetics presented in mini packs continues to grow, HCP have extended their popular Fusion Glass range with the addition of the Fusion Glass Super Mini Lip Gloss. Teamed with the Fusion Round Mini Lipstick, this dream duo is an ideal choice for limited edition ranges, travel items, GWP or as a pre-purchase sample for consumers to trial.

Choosing mini size cosmetics is increasingly a way of life for beauty consumers who are always on the go; travelling or applying their make-up during their daily commute. Miniature cosmetics solve a beauty dilemma with the option to buy their favourite products in regular size for home and portable size for their handbag - enabling a mobile beauty kit that takes up minimal space but doesn't compromise on expectations of quality.

Also, for beauty aficionados who love to frequently try new make-up looks, smaller packs mean they may actually finish the product before it expires. At a time when consumers are highly aware how their purchases impact on sustainability and the environment, mini items minimise packaging waste and over-buying of product.

Another huge benefit for both cosmetics brands and beauty fanatics, miniature cosmetics give consumers the chance to sample a trendy or luxury product they might not normally buy with minimum investment - providing a safe and cost-effective way to try new things. While our lives are increasingly broadcast online, cosmetics are of course a tangible product that are best tested out

“Choosing mini size cosmetics is increasingly a way of life for beauty consumers who are always on the go.”

before being purchased - the popularity of beauty subscriptions highlights this trend, with some online retailers offering a 'pick n mix' approach to sampling, with the cost of the sample redeemable against the purchase of the full size pack.

As expectations of luxury are redefined, consumers expect their portable products to be just as beautifully packaged and functional as their regular packs. HCP's stock ranges include many mini versions with the same decoration capabilities, applicator options and formula compatibility as their full size counterparts - ideal for brands launching limited edition ranges who want to retain the packaging appeal of their main line or dazzle with an adorable set of collectables.

HCP's 'Pretty Petite' promotion displays a selection of the latest trend-led formulas for lips with matching finishes and decoration on the Fusion Glass Super Mini Lip Gloss and Fusion Round Mini Lipstick - the dream mini duo!

This presentation includes finishes such as hot pink 3D glitter, metallic soft touch in deep cherry red and rainbow dreamy lilac metallisation, as well as high gloss in crimson and a violet matt finish.

Charlotte Tilbury

INSTANT EYE PALETTE

A brand on every luxury cosmetics addicts wish list, Charlotte Tilbury's new must-have launch is the limited edition 'Instant Eye Palette', with twelve versatile and flattering nude tones in a combination of matt and shimmering finishes. This palette presents four colour coded looks to take the consumer from day to desk to date to disco.



“Give a woman the right make-up & she can conquer the world!” - Charlotte Tilbury

The height of luxury, the eye-shadows are presented in a fully customised palette with the cover, base and insert shiny metallised in stunning rose gold. The palette has a satisfying magnetic closing feature and combined with the ultra chic elongated, slim profile, the brand has set a new benchmark of opulence. The cover is custom embossed with the brand's signature starburst design and logo. The insert holds twelve eye-shadow pans with a proposed look for each colour group screen printed alongside. The palette retails at £60.

CLARINS

4-COLOUR EYE PALETTE

French beauty giant Clarins prides itself on handing down a passion for beauty from generation to generation. With a goal to always choose natural ingredients over chemical ones wherever possible, the brand uses over 250 natural plant extracts in its formulas. Care for the planet's biodiversity and constant innovation to meet the beauty needs of women means Clarins has created many revolutionary industry firsts - products that deliver real results, with a choice of texture and application methods to boost their effectiveness.

The **Limited Edition 4-Colour Eye Palette** is a Summer 2017 launch that promises to make eyes shine like the sun with a range of warm, radiant shades. The palette consists of four eye-shadows in ultra-pure, completely versatile pigments that are made from 100% minerals and plants for sophisticated and natural results. The palette contains a mix of matt, satin and pearl eye-shadows in easily layered tones of beige, gold and brown with a vivid orange pop.

Presented in a stunning HCP custom gold metallised compact, the cover is an eye-catching feature with a combination of decorations to create an incredibly effective layered look. The semi-transparent outer cover has a deep orange tint with a UV coating, pad printed tropical palms on the outside and a gold foiled logo, while layered beneath is a beautiful decorated insert.





THE MIGHTY CONTOURER™



Launched in January 2017, The Mighty Contourer™ from Soap & Glory is a 3-in-1 contour, blush and highlight kit with a super-blendable trio of shades that shapes, shifts and lifts the face for camera-ready skin in a flash - finger paint on... and blend, blend, blend!

Presented in the HCP stock **Festival Blusher Compact** with the base, middle part and cover window moulded in glossy black, the pack features a gold metallised cover ring, screen print and hot foil decoration with the brand's distinctive bold, typographic artwork. The custom insert is a vac form in black, housing the product in a handy stackable format.

Soap & Glory recommend the product is applied simply with the fingers, with blending being the key to achieving skin genius. Available in fair and medium tones, this is an ideal kit to shade, define and add a soft blush to the face to bring the best features forward.

A stroke of genius, the Mighty Contourer™ is available online at www.soapandglory.com for £12

British colour cosmetics brand Ciaté describe their collections as 'premium quality cosmetics, with a Pretty Fun Fearless edge'. Their ranges are designed to allow the consumer to express every side of their personality and have fun with their make-up. From humble beginnings, Charlotte Knight transformed her career path from nail technician to global beauty brand owner by following her passion for colour with endless determination. The brand has a wide appeal for beauty lovers globally – from pretty, pared-back, daily essentials to fun, fashion-led looks.

GLOW TO ILLUMINATING BLUSH

Prepare to blush and glow with Ciaté's Glow-To Illuminating Blush, available in five beautiful shades with stunning marbling of blush and illuminator that means no two compacts are ever the same. The lightweight, second skin formula is ideal for a radiant 'no make-up look' or can be built up for a more flushed effect, presented in the HCP stock **Radii Round Blusher Compact**.



BAMBOO BRONZER & GLOW-TO HIGHLIGHTER

Step into the spotlight with Ciaté's new Bamboo Bronzer and Glow-To Highlighter, encased in the HCP stock **Radii Round Pressed Powder Compact**. The Bamboo Bronzer provides the ultimate sun-kissed glow in two sun-kissed shades, South Beach and Palm Island, while the Glow-To Highlighter is available in Starburst, a creamy champagne and Moondust, a glistening pearlescent oyster tone.



Both mirrored compacts are metallised in a feminine rose gold with a beautiful decorative top-plate feature, combining sparkling stars, that appear suspended in gel. The design is completed with the gold logo and ribbon motif.

GIVENCHY

PRISME BLUSH

Ever since the heyday of couture, Hubert de Givenchy has been recognised as one of the world's most revered fashion designers, with a client list of the world's most timeless fashion icons. With beauty and fashion intrinsically linked, Givenchy's Prisme Blush is reinvented for an even sassier appeal: modern, urban, buildable and ultra-desirable, bringing a feminine and seductive flush to the cheeks.

Givenchy's mastery of pigments, colours and light combined with in-depth understanding of the beauty and skin of women around the world is showcased in eight duos, with a flattering shade for every complexion. The duos range from discreetly natural to bold and dramatic, so every woman can express their own personality with a stroke of blush. Prisme Blush highlights, sculpts and colours cheekbones with just one step, while each pair of colours are perfectly complementary. The lighter shade gives radiance to facial features, ideal to use as a base and to diffuse the second more intense shade which adds colour to create a fresh, healthy-looking glow.



This luxurious and glossy HCP custom compact has a stylish and chic profile with a premium aesthetic featuring raised silver logo decoration and a chrome-effect push button.

The Prisme Blush is available to purchase online at www.sephora.com and other retailers.



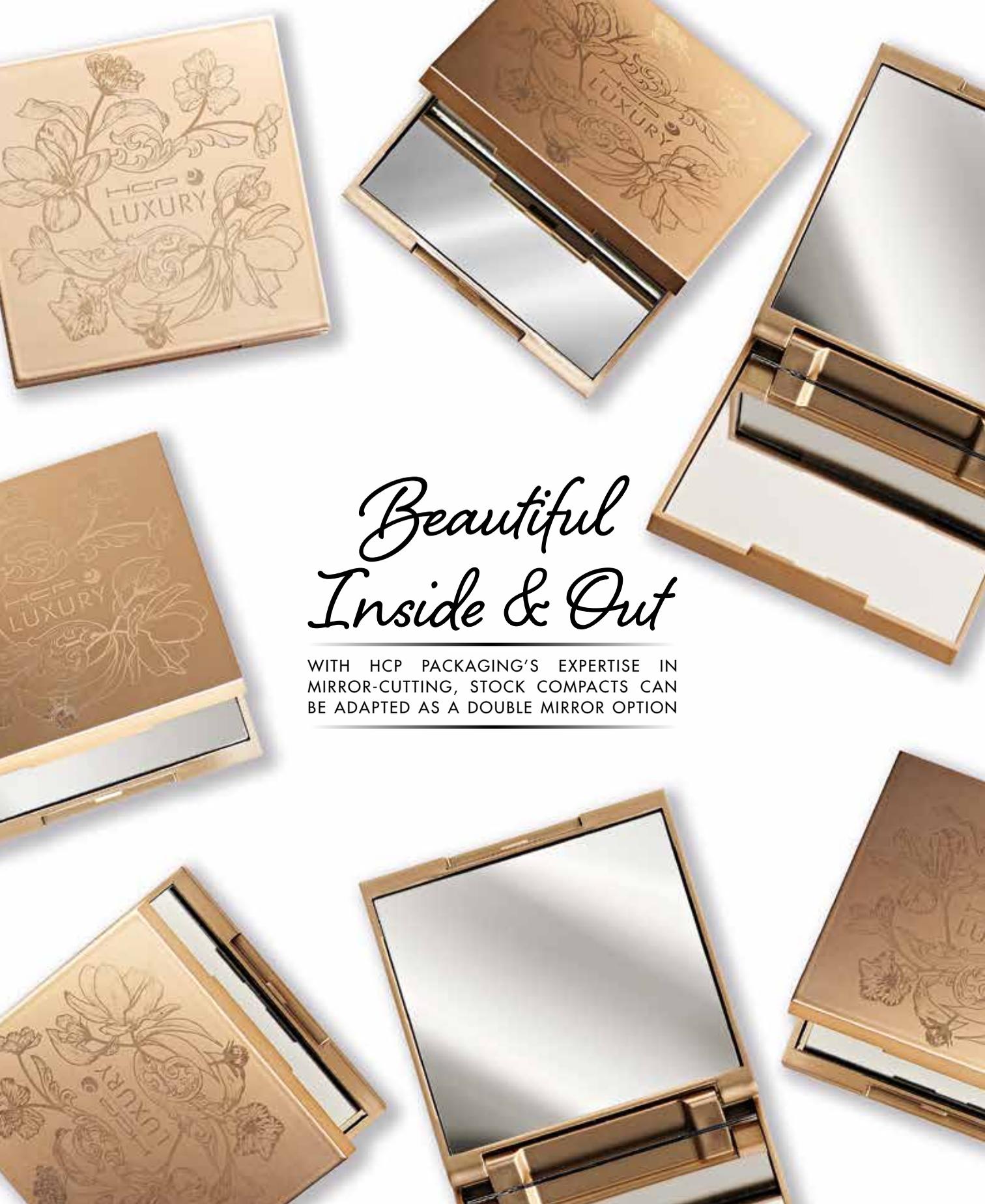
JENTRY KELLEY

BRONZER, POWDER, BLUSH & EYELINER

Make-up artist Jentry Kelley was inspired to create her own line of cosmetics after attending an open house for a make-up manufacturer in NYC in 2011. The brand philosophy is to not only sell cosmetics, but to educate women on application to create a flawless yet simple routine that makes them look professional and youthful. Online tutorials and an instore tour with the brand's make-up artists is bringing the brand to women around the USA, while also offering an online service to match products to the customer's skintone by sharing a selfie.

HCP is pleased to supply Jentry Kelley Cosmetics with stock compacts from the Fusion range in pressed powder, blusher and eye-shadow size. The stylish compacts are each presented in classic black with soft touch spray for tactile appeal and subtle screen print branding. The pressed powder compact showcases two products: the Warm/Golden Contour Bronzer and the Medium Coverage Face Powder, which can be used to set liquid make-up. The medium size compact houses a blusher, available in eight beautiful shades with fun and cute names such as 'No Way Rosé Blush' and 'What-A-Melon Blush'. The Fusion Eyeshadow compact presents the Watercolor Eyeliner, available in two shades called 'Pitch Black' and 'Espresso Brown'.





Beautiful Inside & Out

WITH HCP PACKAGING'S EXPERTISE IN MIRROR-CUTTING, STOCK COMPACTS CAN BE ADAPTED AS A DOUBLE MIRROR OPTION

GOLDEN CIRCULATION REPAIR LOTION & EMULSION

Based on years of research of Chinese women's skin, the Shiseido owned cosmetics and skincare brand Aupres was developed specifically for the Asian market. Available at special counters in department stores across China, Aupres has been providing beauty products to consumers with its skincare and make-up offerings for more than 20 years. The brand was refreshed in 2016 to promote itself with a 'vital, healthy and professional' image while promising to continue to contribute to the beautiful skin of Chinese women. The skincare line was re-developed with the target to nurture, restore and beautify their customers' skin.



HCP is pleased to supply Aupres with elegant custom PET bottles in 170ml and 130ml for their Golden Circulation Renewing Lotion and Emulsion; both tinted in a rich red tone with a co-ordinating gradient spray and decorated with screen printed branding.

These skincare products have been developed to revitalise the skin's circulation according to different skin types and conditions of T-zone and U-zone.

MERMAID MATTE TRIO

Luxury cosmetics brand Chantecaille has an admirable philosophy that combines innovation in botanical formulations, cosmetics that achieve a natural beauty look and awareness for important environmental concerns - particularly the preservation of the ocean and endangered species. A collaborative, family run company, Chantecaille always strives to give back to the bountiful nature that provides its inspiration and pure ingredients, addressing a sense of balance and reciprocity that defines the brand. None of their cosmetics are tested on animals and all colour cosmetics are imbued with skin-friendly ingredients and natural antioxidants, while complementing the season's fashionable hues, textures and finishes.



ELEPHANT - Soft, smoky grey **LION** - Soft, creamy vanilla **BEE** - Deep, neutral brown

HCP is the proud supplier of the stock **5ml Magni Pot** for Chantecaille's Mermaid Matte trio; a set of eye-shadows presented with a thick-walled, glass-like appearance and metallised gunmetal cap with silver designs of an elephant, lion and bee. An innovative crease-proof formula with a luxurious, velvety finish, the silky texture is ideal for contouring the eye or layering colour for flawless, naturally defined eyes. The eye-shadow is infused with silk tree extract to give lids a youthful, smooth look. A donation of 5% of the proceeds of the Mermaid Matte trio will be shared by the Elephants and Bees Foundation, Sheldrick Wildlife Trust and the Lion Guardians.

TENDER CARE

50TH ANNIVERSARY PROTECTING BALM

Swedish direct selling beauty brand Oriflame site their core values as 'Togetherness, Spirit and Passion' - trusting in these gives them the confidence to succeed in a competitive industry whilst striving to make the world a better place by offering opportunity for success, growth and personal enrichment.

Celebrating their landmark 50th anniversary, Oriflame launch a special golden edition of Tender Care; the icon that started it all. Their 'Your Dreams - Our Inspiration™' philosophy is a manifestation of the commitment to clients and consultants, allowing dreams to play a large role in the development of new beauty products and business programs. With over 100 scientists and state of the art R&D facilities, Oriflame are constantly searching for better solutions and technologies to create more progressive, innovative products that are consistently on-trend and meet consumers' needs.



Tender Care is one of Oriflame's most famous products: a delicately scented balm infused with natural Beeswax and Vitamin E, that boasts sales of over one million balms every year. A truly versatile product, the nourishing formula can be applied to soften the face and body, or mixed with colour cosmetics to turn any powder into cream for a smooth and hydrating result. Oriflame are celebrating their landmark 50th Anniversary with Tender Care, by launching a special limited edition version. HCP are proud to have worked with Oriflame to present the custom pot with stunning gold metallisation and embossed logo on the cap, for a beautiful little balm looks suitably luxurious.

Launched 15 years ago, the once small British brand Nails inc was founded by entrepreneur Thea Green when she spotted a gap in the UK market for a more fashion forward range of products for women with little time. Nails inc has since become an award winning nail brand famous for catwalk colour, fashion collaborations and innovative special effects.



RAINBOW RIOT

Known for being at the forefront of nail trends, Nails inc have added a range of 'Rainbow Riot' neon nail polishes for summer 2017 featuring a contemporary white cap with a gloss spray. The newest additions include rebellious shades such as 'Pink Rave', 'Coral Club' and 'Acid House' – all with an innovative one step formula, for a super fast way to stay ahead of the latest nail trends. Each colour retails at £11.

HOLLER-GRAPHIC

For a look with mesmerising shimmer and shine, the Holler - Graphic Nail Polish Duo Kit features two out-of-this-world multi chromatic colours to give nails an interstellar glow. The shade-shifting holographic hues are formulated with a long-wear system and feature the Nails inc wide brush for flawless application. The duo is presented with an aluminium custom cap supplied by HCP, in cool silver and is available online for £15.



MULTI-USE MASKS

HCP is pleased to support Nails inc as they diversify into the skincare category. The innovative and creative Face inc range launched in late 2016 with multi-use high performance masks that can be used for hand, face and body, presented in a colourful moulded and custom shaped pod supplied by HCP. The single use dosage of this pod makes this an ideal product for travel and can be stored in the fridge for added coolness upon application. The four masks have tempting names and active natural ingredients to tackle common skin complaints caused by busy lifestyles, such as a dull complexion, dehydration, impurities and premature aging. Each retails at £5 and is available at www.nailsinc.com



CARBON NEUTRAL CHARCOAL PURIFYING MASK

Charcoal purifying mask with Moroccan lava clay and activated charcoal, draws out impurities giving skin a deep cleanse.

ROSE GLOW YOUTH BOOSTING PEEL OFF MASK

Rose gold youth boosting peel off mask with vitamins B3 and minerals, giving the skin a natural glow.

BUBBLE BURST HYDRATING SERUM

Hydrating serum with encapsulating argan oil, for an intense moisture hit.

NIGHT NIGHT SOOTHING HYDRO NIGHT MASK

Soothing hydro overnight mask with vitamins A, E and F, for skin hydration and protection.



NEW STOCK

PACIFIC MASCARA

LUXURIOUS | CURVACEOUS | CONTEMPORARY

The new Pacific mascara stock pack from HCP has a luxurious tapered profile, with a gently sloping tear-drop surface to the cap. With extensive decoration capabilities and options for both fibre and moulded plastic brushes, this is a new stand-out star of HCP's mascara offering. Shown here with a variety of stylish metallisation and spray finishes in a spectrum of cool hues, the Pacific mascara is a highly transformative choice for all brands.

TOP MASCARA BRUSHES FOR

Curling Effect

FIBRE

SIMPLE LASH CURVED

CODE: 851-8587-02



Curved shape opens up lashes, curls & separates.

HOURLASS

CODE: 851-8304



Hourglass profile aids curling & shaping.

SINGLE V-GROOVE CURVED VOLUMISER

CODE: 851-8203-02



Curved single 'V' groove brush to add instant volume & curling effect.

CAROUSEL

CODE: 851-8885



A square brush that grips lashes to give longlasting curl.

BOW TIE

CODE: XP05557-51



Flared ends help achieve bold & uplifted 'winged' lashes.

PLASTIC

MAXI LONG LASH

CODE: SD0009



Curved bristle architecture provides volume, definition, curling & lengthening.

MINI MAXI SWIRL

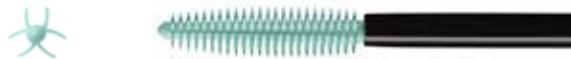
CODE: SA0010



Curved bristles for a super-lifted & curled look.

DEVILICIOUS LASH

CODE: SA0023



Curved tronconical bristles load the root of the lashes to give instant curl & length.

MULTI-MAXI

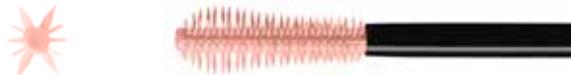
CODE: SC0053



Maximum volume, definition & curling effect.

MAXI SCULPT

CODE: SA0167



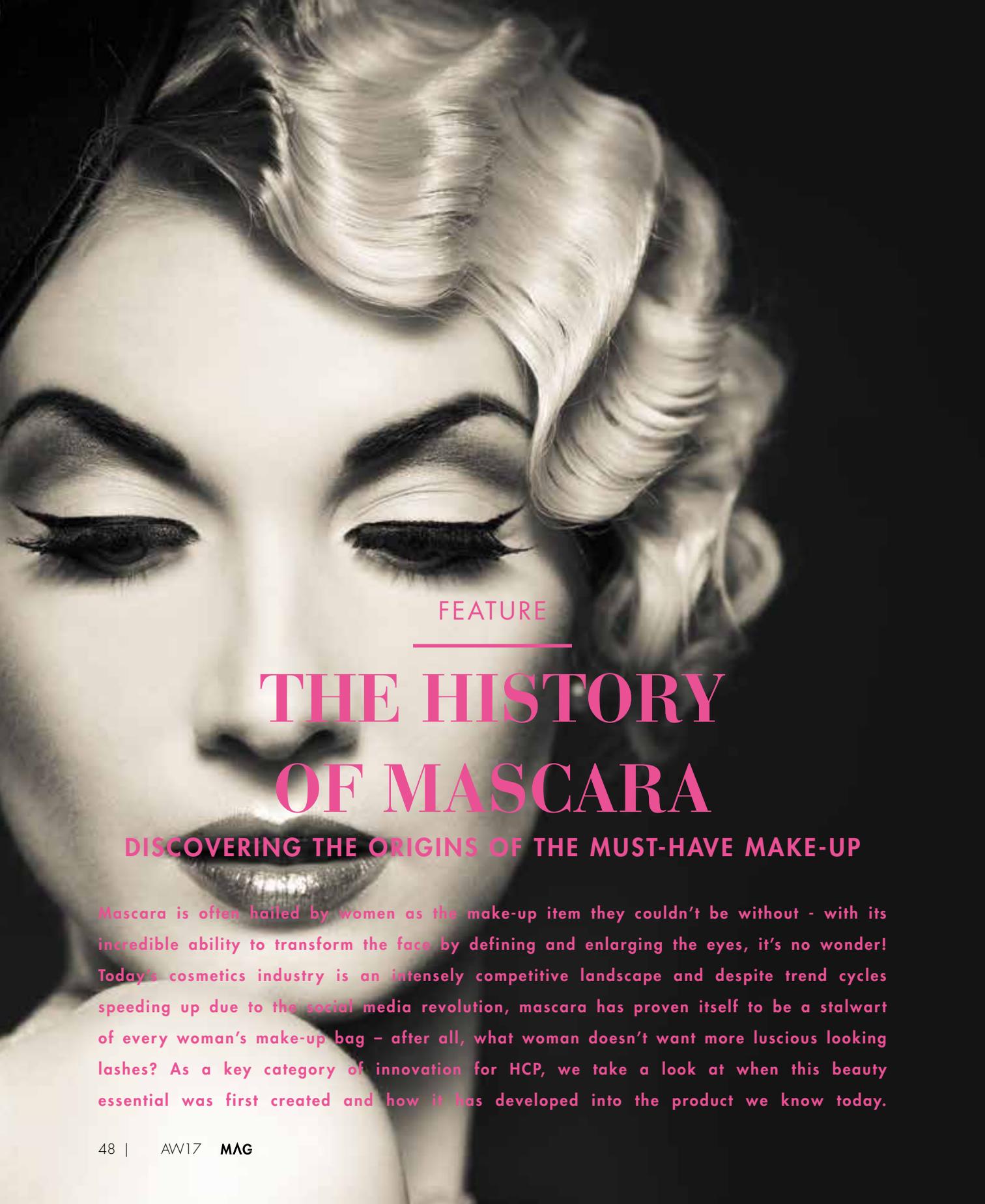
Reversed rows & bristle sizes give definition & curl.

FULL COVER & CURL

CODE: SI0175



Arches & combs load, define & curl the lashes.



FEATURE

THE HISTORY OF MASCARA

DISCOVERING THE ORIGINS OF THE MUST-HAVE MAKE-UP

Mascara is often hailed by women as the make-up item they couldn't be without - with its incredible ability to transform the face by defining and enlarging the eyes, it's no wonder! Today's cosmetics industry is an intensely competitive landscape and despite trend cycles speeding up due to the social media revolution, mascara has proven itself to be a stalwart of every woman's make-up bag - after all, what woman doesn't want more luscious looking lashes? As a key category of innovation for HCP, we take a look at when this beauty essential was first created and how it has developed into the product we know today.

Although the product recognisable as mascara today wasn't developed until the 19th century, it appears in some form as far back as 4000BC. The ancient Egyptians created the first 'mascara' by darkening the lashes with a mix of Kohl and ointment; not only to enhance aesthetics, but for spiritual purposes. Kohl was popular within many ancient civilisations including the Babylonian, Greek and Roman empires, but fell out of favour in Europe with the fall of the Roman Empire.

Although European royalty and aristocracy used cosmetics over the centuries, with trend-setters such as Elizabeth I sparking a trend for red lashes, it was during the Victorian era social opinion shifted radically towards the promotion of cosmetics for the mainstream. In the 1830s, Eugène Rimmel created the first commercial mascara in the UK, which became so synonymous with his name that the term 'rimmel' came to mean 'mascara' in many Mediterranean languages. The 19 year old entrepreneur Thomas Lyle Williams developed mascara in 1913 in the form closest to what we know today, naming his brand Maybelline after his sister. Williams marketed his sister Mabel's recipe for mascara in Chicago as 'Lash-Brow-Line'; an instant hit, the portable compact and bristle brush were ideal for applying the solid formula while simultaneously grooming the eyelashes.



The glamorous stars of the silver screen set new standards of beauty that the average woman sought to emulate at home. After the First World War, the purchasing power of women, especially in America, created a new eager cosmetics consumer. Seeing the growing popularity of mascara in Paris, the fashion capital of the world, longtime rivals Elizabeth Arden and Helena Rubinstein saw an opportunity for their own brands of mascara. In 1957, Rubinstein evolved the hard cake formula into a cream that was sold in a tube with a brush, another step closer to its modern-day counterpart. Soon after, a grooved rod was patented, leading to consistent pick up of formula and a much easier application.

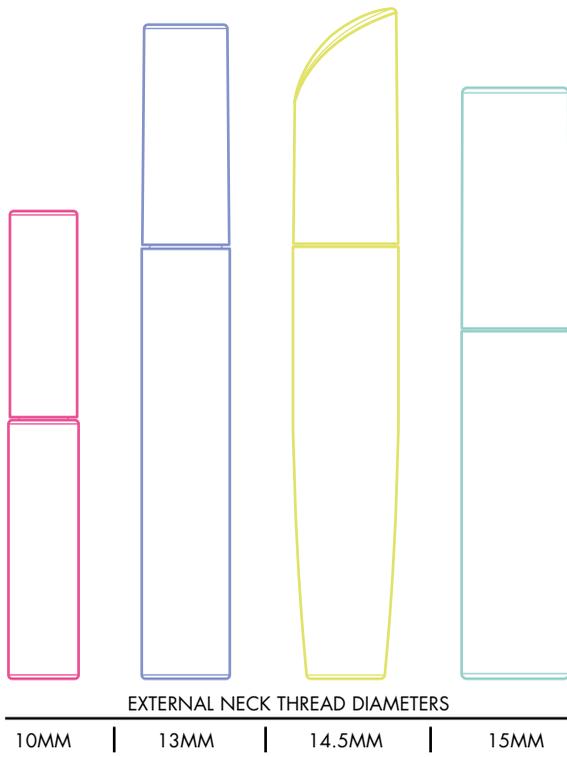
From here, iconic brands such as Max Factor and Revlon developed their own versions of liquid mascara in a metal tube with a spiral-like steel rod for application. The 1960s saw a significant innovation with the launch of the much softer bristle brush followed by lighter plastic packaging that allowed brands to differentiate themselves with colours, pattern and logos. Whether brands are looking to achieve added length, curl, volume or definition, HCP offers diverse rod-to-wiper-to-pack-to-applicator combinations, with twisted wire and micro-precision moulded plastic brushes for every market need and lash trend.

Customise Your Mascara

ACHIEVE THE PERFECT MASCARA FOR YOUR BRAND

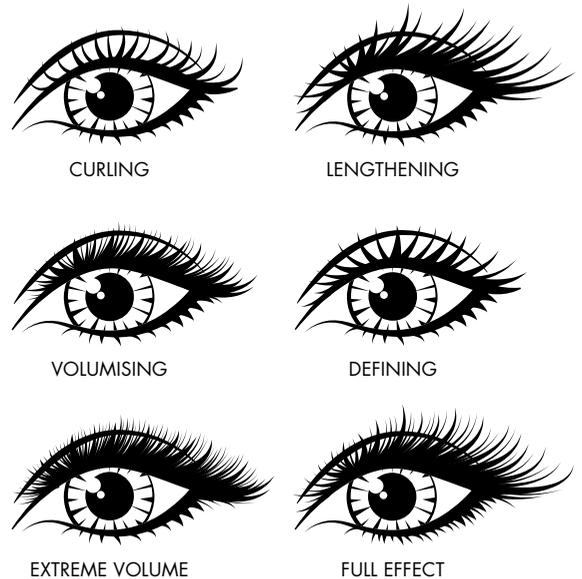
While fibre brushes continue as a strong category, the wow-factor of high-precision micro-injection plastic brushes adds an exciting new choice for brands. As a category with a high level of innovation, our mascara experts for both twisted wire and plastic brushes show us how each type can be modified to meet the desired claims and optimise the chosen formula.

STEP 1: SELECT THE PACK PROFILE & REQUIRED SIZE



STEP 2: DEFINE THE DESIRED BRUSH PERFORMANCE & MAKE-UP CLAIM

For best results, share with your HCP mascara expert a formula sample or benchmark to match to the ideal brush.

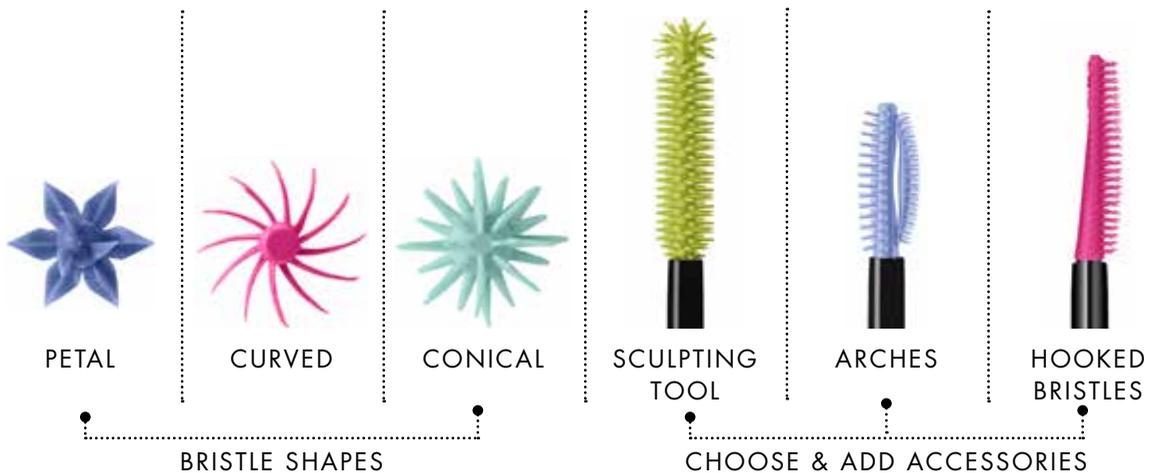


**STEP 3:
TWISTED WIRE OR PLASTIC BRUSH? CHOOSE YOUR BRUSH PROFILE OR ARCHITECTURE**

The twisted wire brush profile can be selected from a variety of brush designs, then endlessly customised according to customer requirements. Variations such as grooves, twists and zig zag cuts will all have a different impact on the brush performance and resulting make-up claim.



SIMP has a unique offering, enabling the customer to accessorise their chosen plastic mascara brush to create individual brush designs. Each precision moulded plastic brush architecture can be adapted to suit marketing aesthetics to deliver the specific make-up claims. Plastic brush design variations are extremely flexible, with intricate features such as a sculpting tool or the SIMP patented hook, petal, curved bristle or arch feature.



STEP 4:
HCP & SIMP EXPERTISE FOR PACK OPTIMISATION

According to the formula sample or benchmark, our mascara experts will select the optimal specifications for each brush type. This ensures that the best product pick-up and pay-off is achieved.



TWISTED WIRE BRUSH:

- > Fibre type
- > Fibre shape
- > Fibre density



PLASTIC BRUSH:

- > Brush material & colour
- > Material hardness
- > Choose accessories

Our experts will then select the ideal wiper material for the pack to enhance the formula delivery. The best rod diameter is decided according to the interaction of brush, wiper and desired result.



WIPER MATERIAL
NBR/PE



ROD DIAMETER

THE FULL PACKAGING SOLUTION

The perfect pairing of brush and pack is essential for your brand to market a new mascara launch, decorated to reflect your brand identity. Whether a custom pack design or selected from a HCP stock range, HCP offers a full mascara packaging solution that can be as beautiful as it is functional.

GLOBAL MASCARA SYNERGY

HCP Packaging are investing significantly in the mascara category to create global synergy, by increasing their offering both in terms of technology and geography. As speed-to-market is increasingly a key area of focus for customers, HCP have added complete pack manufacturing and decoration capabilities in Europe, with the acquisition of Rusi Cosmetic GmbH. With emerging markets in Asia and Latin America, an international approach ensures the latest technologies can be accessible to all customers.

SIMP - TIGERY - PARIS | FRANCE

The newly upgraded SIMP headquarters are based in Tigery, Paris, with manufacturing, design & engineering teams leading the innovation of plastic brushes & rubber wipers.

HCP-RUSI - BECHHOFEN - MUNICH | GERMANY

The latest addition to HCP's manufacturing portfolio, the acquisition of Rusi brings full manufacturing & decoration capabilities within Europe.



HCP - HINSDALE, NEW HAMPSHIRE | USA

HCP design, engineer & manufacture twisted wire brushes & full packs in Hinsdale, USA, providing an expert service to the global customer base.

SIMP - AGUASCALIENTES | MEXICO

SIMP's second factory based in Aguascalientes, Mexico ensures a manufacturing base for NBR wipers & other plastic components.

HCP - SHANGHAI & SUZHOU | CHINA

As the headquarters for HCP's manufacturing & decoration capabilities, the China factories & product development teams are ideally placed for the emerging Asian market.

BLACK GOLD ROCK MASCARA

A custom mascara created by HCP has proved to be a popular choice with a wide range of brands for the Asian market - shown below on a launch for the brand Minilab for their limited edition Black Gold Rock mascara: 'Double Volume and Curvy Mascara'. The double-ended pack is ideal for a multi-step application of fibre formula to build volume and length, completed with a black formula for dramatic, dark lashes. The pack features a tapered profile and is finished with a matt effect and screen printed with shiny clear branding and matt gold skull motif for a touch of punk styling.

To follow the three-step application, first apply the black formula, then follow with the fibre, then finally repeat the application of the black formula. This triple-application promises both a volumised and lengthening result that can define lashes and enlarge the look of the eye.

For a more dramatic look, the application of the product can be repeated until the desired look is achieved. The Minilab Black Gold Rock mascara incorporates nourishing qualities and is also waterproof.



BEUKAY COSMETICS

This double-ended pack has been chosen by several Beukay brands for the Asian market, primarily when a multi-formula and multi-application solution is required. As well as meeting the functional requirements with its two bottle/brush construction, the selection below demonstrates the versatile decoration to each part of the pack that is achievable: as well as screen printing, hot foiling and metallisation, the packs can also be decorated with heat transfer labels and spray finishes to either the middle part or both of the bottles.



Beautifully Bespoke

HCP's creative team offers a full design service; from custom pack design through to artwork creation to make a range stand out from the competition. Whether a brand is looking for a sleek and chic logo to highly intricate illustrated artwork, HCP can help to achieve any packaging vision.

With HCP's diverse decorating capabilities, adding artwork to a pack can give virtually endless aesthetic possibilities. Clever combinations of decoration and eye-catching typography, motifs and illustration can really engage the consumer, especially at a time of intense market saturation.

As consumers increasingly look for purchases that feel personal to their lifestyle or that add an 'extra special something' to their make-up routine, developing artwork inline with the target market is essential to project the right brand message.

EXTENSIVE DECORATION OPTIONS...

SCREEN PRINT | HOT FOIL STAMP | TAMPO PRINT

HEAT TRANSFER | PRINTED LABEL | GEL LABEL

PRINTED PAPER | PRINTED FABRIC

LASER DECORATION | CUBIC TRANSFER

EMBOSSSED/DEBOSSSED ALUMINIUM | ZAMAC

METALLISATION | SPRAY FINISHING

Contact HCP to discuss how HCP's artwork design services could help realise your creative vision.

Example Design Brief...

HCP were briefed to design a beautiful range for Polish brand Paese in collaboration with popular blogger Macademian Girl. The brand was inspired by HCP's SS17 trend 'Intense Spice', incorporating vivid colour blends reminiscent of a tropical sunset and intricate artwork inspired by Caribbean tiles and exotic flowers.



ALL DESIGNS COPYRIGHT & OWNERSHIP OF HCP PACKAGING

HCP 
DESIGN

FINISHES & DECORATION

BEAUTIFUL PACKAGING SOLUTIONS

LENTICULAR TOP-PLATE

For an eye-catching and interactive element, the Radii Square Grande Compact in 'Beauty DNA' showcases a vivid lenticular design that flips between two artworks for a futuristic feel.



LASER DECORATION ON MIRROR

The intricate design on the mirror of the Fusion Round Deco Blusher Compact in the 'Bionic' trend has been achieved with a high-tech, accurate laser cut, to reveal the neon pink cover colour underneath.

METAL FILIGREE



Undoubtedly the stand-out item in the 'Butterfly Kisses' collection, the Radii Square Grande Compact features a highly ornate bronze filigree butterfly placed over a printed floral background.

ALUMINIUM TOP-PLATES

HCP have captured a futuristic effect with the creation of two aluminium top-plates in the trend range 'Bionic'. The large top-plate on the Fusion Round Deco Grande Compact has an intricate engraved effect with a circuit board design and embossed neon badge, emulating metallic rivets. The Fusion Round Deco Blusher compact features a cut-out geometric design, with a neon pink reveal.



DEBOSSED HOLOGRAPHIC TOP-PLATE

Bang on trend, this Radii Square Lip Gloss from 'BeautyDNA' has been given an extra special touch with a debossed holographic metal top-plate in the cap - a highly reflective effect that catches a rainbow of colours.

DIGITALLY PRINTED SATIN

This digitally printed satin top-plate depicts a detailed floral design, overlaid with a raised gold foil pattern for a double-depth effect. Shown in 'Romantique' on the Fusion Round Deco Grande Compact with a newly developed cover recess, this decoration also taps into the trend for textiles, popular within beauty packaging.



HOLOGRAPHIC TOP-PLATE

With colour-changing effects showing no signs of slowing down in popularity, 'BeautyDNA' displays a vivid green holographic polyurethane top-plate on the Radii Square Blusher Compact, stamping the PU and then adding a laser-cut satin hexagon with a screen printed logo on top.



RIBBON & TASSEL

Merging fashion and beauty in HCP's 'Butterfly Kisses' trend, the Radii Square Domed Lip Gloss features a sweet miniature hanging tassel and brings an extra touch of opulence with the metallic lurex threads.



.....●**ROSE GOLD FOIL OVER VELVET**

This plush fabric top-plate has the stroke-ably soft feel of velvet, taking influence from recent runway trends for an opulent choice of textile. A feminine butterfly design and typographic logo has been hot stamped in a stunning rose gold, satin finish.



GRADIENT SPRAYS.....●

An incredibly adaptable finish, in the 'Bionic' trend we have shown a neon gradient spray on the lipstick A-shell as a surprise element upon opening the pack and also on the edge of the Magni Pot to create contrast between an ultra-bright and high-shine metallic surface. For 'Romantique', a pearlescent gold gradient spray is applied to the lip gloss - a luxurious way to allow colour ID as the rest of the bottle is left clear to reveal the product.

GLOSSY SCREEN PRINT

The widely used screen print decoration shown here in a high gloss finish for extra impact! When printed on a matt or soft touch base, the contrast between the finishes makes branding and artwork really stand out.



RAINBOW METALLISATION

A metallisation technique that adds a subtle rainbow effect, changing colours as you tilt the pack in the light. Shown in the 'BeautyDNA' trend on a silver base, this finish can be achieved in a wide range of colours.



CRINKLE FINISH

This textured varnish gives an extraordinary look that is unique every time, shown here on the HCP-Rusi Pit Brush Mascara cap. The crinkle finish is created in the varnish.





●.....FLIPTONE SPRAY - NEW COLOUR

HCP add a new colour option for fliptone spray, as shown in the 'BeautyDNA' trend. Shown applied to a white and green base, the trend items demonstrate how the effect can be dramatically altered depending on the base colour. The colour change effect is subtle over a neutral base, or more intense over a saturated hue.

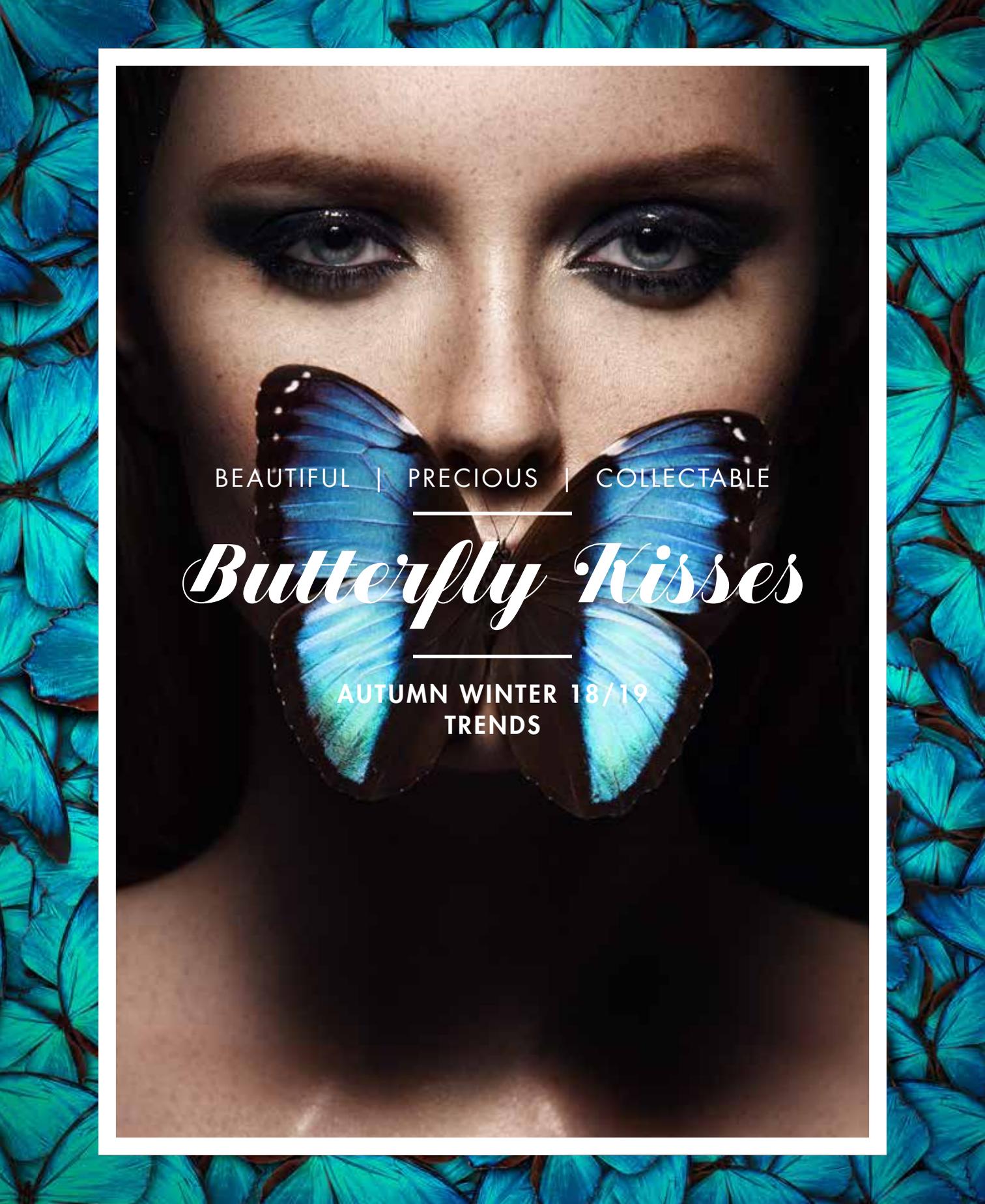
CRYSTAL GLAZE

This textured effect is ideal for use with lighter hues, such as those featured in 'Romantique'. The decoration creates an irregular and random result and can be screen printed for brand decoration.



●..... LIQUID EFFECTS

The trend ranges are HCP's opportunity to experiment with finishing techniques. In 'Bionic', the aluminium components of Magnum mascara and Fusion Sleek Lip Gloss feature shiny anodisation with Drizzle and 3D Droplet decoration to emulate the effect of water.



BEAUTIFUL | PRECIOUS | COLLECTABLE

Butterfly Kisses

AUTUMN WINTER 18/19
TRENDS

THE BEAUTY OF BUTTERFLIES

LUXURY PACKAGING PERSONALISATION

COLOURED METALLICS & DEEP BRONZE

CONCEPTS OF TRANSFORMATIVE BEAUTY

PRECIOUS & COLLECTABLE



OPULENT DARK FLORAL PRINTS

SATIN FOILING, FILIGREE & ENAMEL DESIGNS

DESIGNS INSPIRED BY BUTTERFLY DISPLAYS

TASSELS, SILK & VELVET

METALLIC EYELINER & GOLDEN HIGHLIGHTED SKIN



REFLECTIVE | INDIVIDUAL | CONSCIOUS

beauty
DNA

**AUTUMN WINTER 18/19
TRENDS**

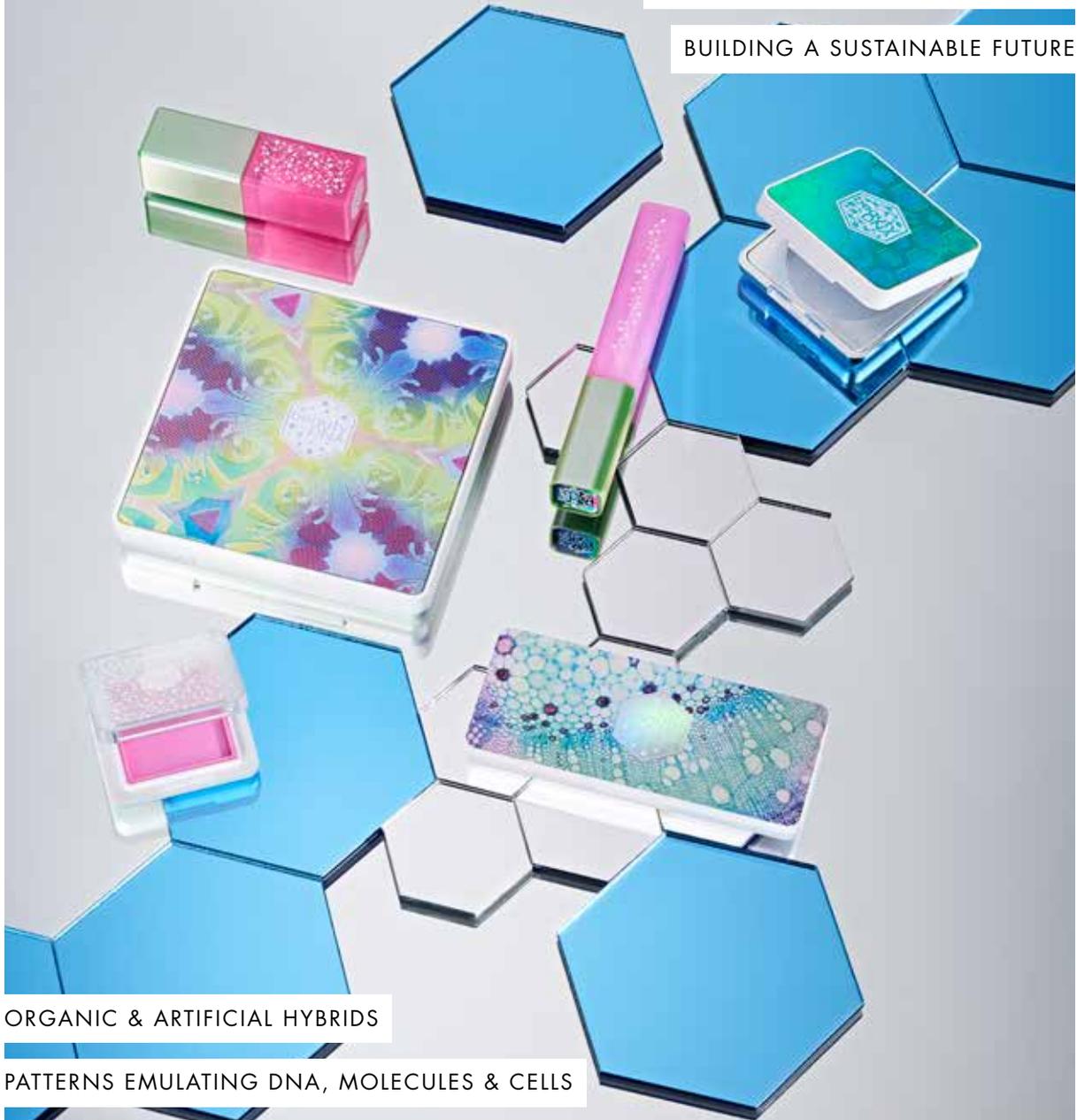
CONSCIOUS IS COOL

A FASCINATION WITH GENETICS

COSMETICS CUSTOMISED FOR THE INDIVIDUAL

FACIAL MAPPING & SKIN PROFILING

BUILDING A SUSTAINABLE FUTURE



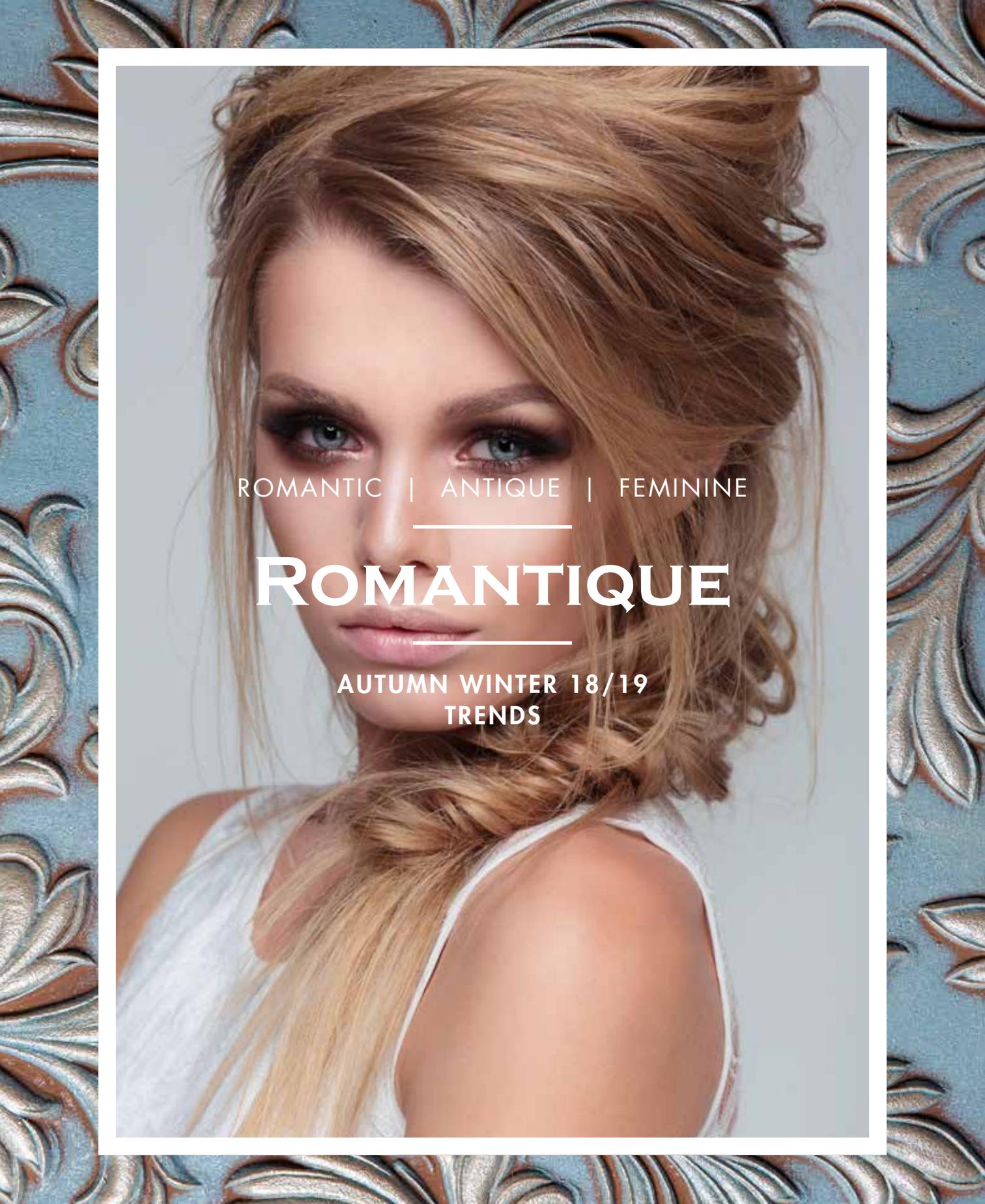
ORGANIC & ARTIFICIAL HYBRIDS

PATTERNS EMULATING DNA, MOLECULES & CELLS

COLOURS ARE FRESH, CLEAN & BRIGHT

TRANSPARENT, HIGH SHINE & TWO-TONE FINISHES

TWINS INSPIRE FUTURISTIC REFLECTED IMAGERY



ROMANTIC | ANTIQUE | FEMININE

ROMANTIQUE

AUTUMN WINTER 18/19
TRENDS

HINTS OF GREEK, ROMAN & BAROQUE STYLES

PEELING GOLD LEAF, FRESCOS & DUSKY HUES

FADED LUXURY & FEMININITY

DELICATE FLORAL PATTERNS

ROMANTIC & ANTIQUATED



FLECKED, MARBLED & FLUID

PASTEL TONES UNDERPINNED BY BLACK

ENTWINED VINES & LEAVES

ABSTRACT PAINTERLY FLORAL BACKGROUNDS

IRIS BLUE, ROMAN GOLD, HINTS OF PINK SILK & DEEP NAVY



DIGITAL | UNREAL | METALLIC

BIONIC

AUTUMN WINTER 18/19
TRENDS

HUMANS & ROBOTS COMBINE

THE DIGITAL GENERATION

DESIGNS INSPIRED BY INTRICATE CIRCUIT BOARDS

HIGH-SHINE CHROME, LIQUID METAL & NEON PINK

FINELY DOTTED TYPOGRAPHY



CYBORG BEAUTIES

IMAGES DIGITALLY MANIPULATED TO PERFECTION

MIRRORED & ENGRAVED SURFACES

MINIMAL YET GRAPHIC MAKE-UP LOOKS

METAL TOP-PLATES INNOVATIVELY DECORATED

HCP 
NEXT GENERATION PACKAGING



SIMP
HCP

BEAUTY SOLUTIONS ■



HCP **RUSI**
NEXT GENERATION PACKAGING



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