

MAG

SS
2017

NO7

REVLON

BOURJOIS

MARIE DALGAR

HUE NOIR

THE FUTURE
OF LIPS

BROWS
ON FLEEK

SIMP & HCP

NEW STOCK
& FINISHES

SS18
TRENDS



HCP

NEXT GENERATION PACKAGING





Editor's Note

STAY CALM & MAKE-UP

Welcome to the HCP Mag for Spring/Summer 2017! HCP delivered another year of growth in 2016 and prospered in spite of a period of great change.

With the political conditions transforming the face of our world, with shock results both in the US and Europe, the outlook is full of uncertainty. Consolidation of brands has dominated the cosmetics news and affected our customer mix, as well as day to day operations.

HCP's aim is to drive creative solutions and remain as agile as possible to be able to respond to the needs of our customers, offering maximum support in the year ahead which we anticipate will be challenging.

It's more important than ever for packaging to stand out on shelf - delve into the pages of the latest HCP Mag to discover ways to brighten the consumer offering with our new finishes, stock packs and inspirational trends.

We are all in for an interesting and potentially bumpy ride!

CHERYL MORGAN
CREATIVE MARKETING MANAGER
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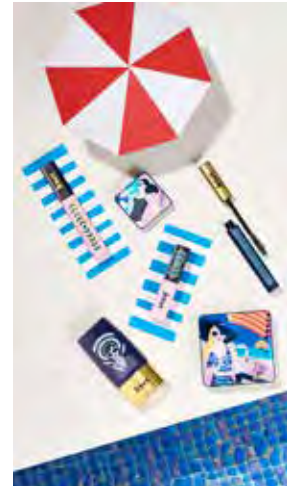
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Fever

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Trends Focus

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 and kits, lipsticks, mascaras, plastic moulded and fibre mascara brushes, lip gloss, pots, skincare jars, caps and bottles, fragrance closures and other cosmetic items.

SERVICES INCLUDE:

- ▶ Design and visualisation
- ▶ Full service capability for packaging supply
- ▶ R&D with packaging innovation
- ▶ Efficient and cost effective manufacturing
- ▶ Extensive process capability
- ▶ Fast prototyping/pilot tool development
- ▶ Production tool development
- ▶ Global and local technical support
- ▶ Logistics and 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 processes 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 produce a wide range of machined components to a very high standard, from single prototypes to volume manufacture, with the benefit of regional engineering support.

MANUFACTURE

HCP serves its global customers through eight world-class production facilities: four in China and also locations in Northern America, Mexico and Europe. Focuses 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 that they can meet all their customers' packaging needs, from concept to finish, all under one roof.

MEET THE LEADERSHIP TEAM

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

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

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HCP IN NUMBERS

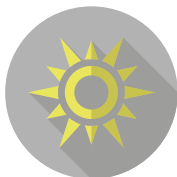
HCP PACKAGING manufacture millions of cosmetics items every year, supported by international teams in design, sales, engineering and new business project development.

These fascinating figures give a snapshot of the scale of the operation!



5000 LOVELY PEOPLE AROUND THE WORLD

HCP continually strive to reduce their carbon footprint through environmentally initiatives such as renewable energy sources, solar panels & wind turbines



FACTORIES

8



SHANGHAI	CHINA
SUZHOU 1	CHINA
SUZHOU 2	CHINA
HUAI'AN	CHINA
HINSDALE	USA
REYNOSA	MEXICO
AGUASCALIENTES	MEXICO
PARIS	FRANCE

EXTENSIVE MANUFACTURING

357

IM
MACHINES

36

IBM
MACHINES

10

EBM
MACHINES

22

SPRAY
LINES

13

METALLISATION
LINES

8 GLOBAL
OFFICES

OFFERING REGIONAL SALES
& ENGINEERING SUPPORT TO

200+ CUSTOMER
BRANDS



PRODUCTS IN 2016



LIPSTICK

211
MILLION



BOTTLES
JARS & CAPS

312
MILLION



MASCARA

154
MILLION



COMPACTS

110
MILLION



LIPGLOSS

48
MILLION

HCP NEWS



SEPTEMBER 2016 saw the exciting acquisition of SIMP by HCP Packaging, with the support of controlling shareholder Baring Private Equity Asia. HCP are long-time admirers of world leaders SIMP, who design, develop and manufacture high-precision moulded plastic mascara applicators, wipers and other parts for the beauty industry. HCP & SIMP look forward to developing this partnership, providing new product capabilities and complete solutions for the mascara industry, with both pack and applicator developments already underway. For more information, see features on pages 30, 32, 34 and 36.

HCP WIN AWARDS FROM NJPEC & ESTÉE LAUDER IN 2016

2016 was a strong year on the awards front for HCP Packaging with Estée Lauder and NJPEC group recognising the company for performance and product development.

Estée Lauder presented HCP with two awards: Supplier Excellence Award for Agility and Supplier Excellence Award for Operating Performance.

HCP was pleased to receive the Color Cosmetics Silver Award in the NJPEC Package of the Year competition for the MAC Cosmetics Mac x Chris Chang range.





KANS

HCP WIN AWARDS FROM KANS IN 2016

Kans presented HCP Packaging with a prestigious Supplier of the Year 2016 award for the design and engineering, product development and supply of innovative air cushion compacts for the brands 'Hi-Face' and 'One Leaf'. HCP were also praised for their contribution in helping to grow business in other product categories.

HCP UK MOVE TO NEW PREMISES

The HCP UK team have recently moved to new offices, just a stones throw from their previous location on the sunny South Coast. Located in the heart of Westbourne, a lively suburb of Bournemouth, the new premises are bright and airy with plenty of inspiration for the team and customers with artwork and product displays. The UK team lead the global marketing activity so creative space helps the team prepare the trend stories, new designs and plan for exhibitions.

Please update your records with the new UK address:

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Tayfield House
38 Poole Road
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Dorset
BH4 9DW

The telephone number remains the same:
+44 (0) 1202 670 099



SALES OFFICE



HALL DISPLAY



HCP NEWS

CIBS

HOLIDAY BALL

**THE COSMETIC INDUSTRY BUYERS
& SUPPLIERS ASSOCIATION**

Established in 1948, the Cosmetic Industry Buyers and Suppliers Association (CIBS) is the oldest and premier non-profit networking group in the Cosmetics, Fragrance and Personal Care industry. There are over 600 members comprised of a balance of individuals from retail, marketing, sales and supply as well as formulation and related disciplines such as development and industry publications.

Today, the CIBS membership community is proud to provide opportunities for thousands to meet and feel a part of an evolving marketplace. As a key member of the organisation Benny Calderone, HCP USA's Senior Director of Sales, gave the following comment:

"HCP was delighted to be involved with the 69TH annual premier black tie holiday ball and donated a festive mascara pack, kindly filled by Italian formulator Ancorotti Cosmetics, to be included in the gift boxes given out at the event. I have been an active member of the organisation for about 18 years and then furthering my involvement as a volunteer and eventually a board member over the last ten years. In my time, I have been involved with several committees for the various networking events held annually as well as served as Chairperson of the Spring luncheon three times and Director of Membership for three years."

In 2014 Benny was elected to the Executive board as Corresponding Secretary and each successive year

nominated and elected to higher office. For 2017 he will serve as the Vice President and will seek nomination in November of this year for President in 2018.

HCP has a long history of support and participation in the CIBS organisation. In addition to Benny's involvement, Cheryl Bisset, HCP USA's Vice President of Sales, has been a long-standing member and in 2016 HCP Account Manager Christina Yu was inducted.

HCP often donate items to the various gift boxes given out at the Spring Luncheon and Holiday Ball as well as providing a sponsorship in 2016 for the golf outing, such as the 'sponsor a hole' program. Each year the organisation gives away USD \$10,000 in scholarships to students preparing for the related fields from The Fashion Institute of Technology, NY- Rutgers University and others. In 2011 Benny established a program to donate excess gift boxes from these premier events to groups focused on supporting women and children as well as helping single mothers secure employment and prepare to return to the workforce.



**THE HCP 55G
MASCARA
DONATED
FOR THE CIBS
HOLIDAY BALL**



**HCP USA TEAM WITH CUSTOMERS FROM
L'ORÉAL & COTY**



**BENNY CALDERONE
SENIOR DIRECTOR OF SALES - HCP USA**

EXHIBITIONS | 2016



LUXEPACK MONACO SEPTEMBER 2016

LUXEPACK MONACO 2016 was a lively and successful show for HCP, meeting with many of our valued customers and welcoming new contacts to our stand. With a new refreshed look to the exhibition stand, HCP presented many new stock items including the Fusion Glass Ultra, as well as the AW17/18 Trends. Following the show, HCP announced the exciting acquisition of French mascara applicator manufacturer SIMP - for more information, please see page 30.

COSMOPROF ASIA NOVEMBER 2016

COSMOPROF ASIA HONG KONG 2016 saw HCP representatives from international teams join force for a show that proved to be the busiest one yet! The relocation to the AsiaWorld Expo was a big change for the exhibitors but there was a huge 21% rise in visitors from 129 countries and regions over 2015. Co-ordinating with the Luxepack Monaco booths, the beautiful Botanica trend brought a feminine and premium look to the HCP stand.



EXHIBITIONS | 2017

HCP PACKAGING maintain a strong calendar of international exhibitions each year to meet with both existing customers and to welcome new visitors to the stand. The exhibitions are the perfect opportunity to launch new stock packs, innovative and creative decoration techniques and the HCP forecasting trend ranges.

EUROPE

COSMOPACK BOLOGNA

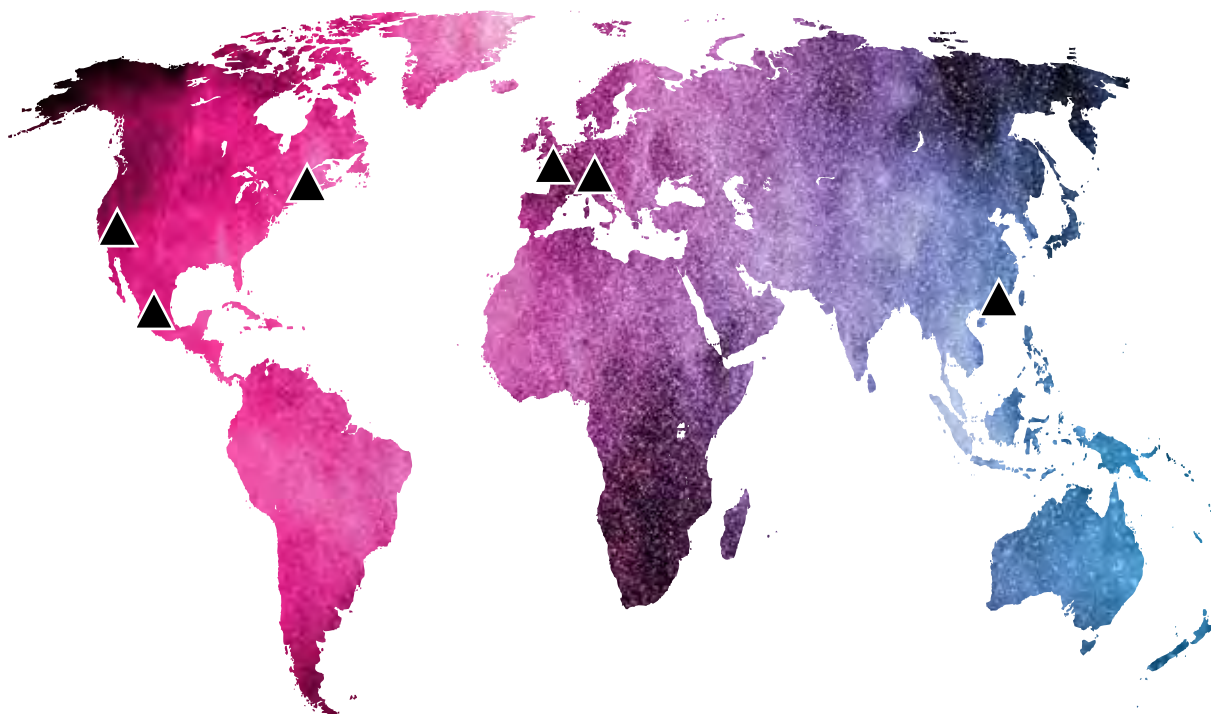
16 - 19 MARCH 2017

MAKEUP IN PARIS

22 - 23 JUNE 2017

LUXEPACK MONACO

2 - 4 OCTOBER 2017



NORTH AMERICA

LUXEPACK NEW YORK

10 - 11 MAY 2017

EXPOPACK MEXICO

13 - 15 JUNE 2017

COSMOPROF LAS VEGAS

9 - 11 JULY 2017

ASIA

COSMOPROF ASIA HK

14 - 16 NOVEMBER 2017



DECORATION

PUTTING ON THE GLITZ

HCP LUXURY TOP-PLATES

Ideal for adding a unique look to limited edition products, HCP's versatile top-plate decoration service offers a wide range of options for creative pack personalisation.

The HCP Luxury range showcases opulent & tactile combinations for a premium touch, combined with stunning matt metallisation on the HCP Divine Quad Compact.

CRYSTAL CLEAR

The use of transparent materials has grown to be a huge trend across many industries including fashion, interior, architecture and, of course, packaging design. With an aesthetic that appeals to both modernists and those who prefer classic styling, the combination of a simplistic design and clear materials suggest honesty as they strip back all focus from the exterior and allow the product to take centre stage. HCP present stock options that extol this glass-like virtue.

RADICAL

HCP'S RADICAL RANGE IS A CONTEMPORARY SOFT SQUARE RANGE, IDEAL FOR MOULDING IN TRANSPARENT MATERIALS FOR A SIMPLISTIC YET EXTREMELY ELEGANT LOOK.

The Radical range was created by HCP's internal design team to provide customers with a range of product possibilities. The modern design is complimented by the use of robust materials and HCP's unique hinge/clasp technology. The range offers wide decoration and colouration capability and can be presented in a combination of opaque and transparent finishes. Plastic pans are available to provide complete transparency to the pack or alternatively, finished in a colour to add intriguing depth.





FUSION GLASS

HCP'S FUSION ROUND GLASS STOCK RANGE DISPLAYS ALL THE HIGHLY DESIRABLE QUALITIES OF GLASS BUT NONE OF THE FRAGILITY. THE SLEEK, TRANSPARENT DESIGN TAKES ON A SUBTLE MINIMALIST FORM, MAKING IT ADAPTABLE ACROSS THE MARKET FROM MASSTIGE TO PRESTIGE.

The Fusion Glass range includes thick-walled lip gloss packs in both mini and standard size, as well as the recently launched Fusion Glass Ultra which is hugely versatile across a range of product categories. Also in the range are the Magni Glass pots available in 5ml, 15ml & 30ml – ideal for skincare or make-up formulas, or our wide-mouth Fusion Hot Pot for hot pour lip balm formulas.



NEW HCP STOCK

The Art of Make-Up

INTRODUCING:
THE RADICAL GRANDE & PALETTE &
RADII GRANDE & PALETTE

Designed by HCP's internal product development team, 2017 sees the launch of four exciting new additions to the Radical and Radii Domed stock ranges. Giving customers highly versatile grande compacts and palettes with a contemporary style, these packs are ideal for multi-product or limited edition launches due to the wide opportunity for personalisation both inside and out.

In response to the continuing trend for an artist-like approach to colour cosmetics, these new designs enable brands to showcase a wide range of colours and formulas to provide make-up aficionados maximum creativity with their latest look. Also as 'a look in a palette' products become more popular across premium brands, rectangular and square larger packs that can display multiple products from lips to cheeks to eyes are a must-have option.

“These packs are ideal for multi-product or limited edition launches due to the wide opportunity for personalisation inside & out.”

The Radical Grande and Palette feature softly rounded corners and flat covers that can be decorated with a edge-to-edge full colour heat transfer label, vivid screen print artwork or foiled designs. Alternatively, the cover can be left transparent or subtly tinted, revealing the product formula within the pack.

Although featuring the same dimensions and profile as the Radical Grande and Palette, the Radii Domed Grande Compact and Palette feature a cover recess and clear dome that can be decorated in a plethora of styles. Giving brands opportunity for eye-catching packaging that will really stand out from the competition,

decoration options include applying a full colour heat transfer design to the back of the dome to screen printing or foiling, or adding a simple

logo to the outside of the dome to give depth to the decoration. All four packs can include easily customisable vac form inserts, giving brands creative freedom to encase their product. For extra drama when opening the pack, the top of the insert can be foiled or the mirror can be screen printed for a charming touch.



HCP NEW STOCK

THE LATEST ADDITIONS TO THE HCP STOCK RANGES



.....FUSION ROUND AIR CUSHION

COMPACT - 920 (CHINA PATENT ONLY)

The Fusion Round Cushion Compact is an innovative airtight compact designed to accommodate a liquid foundation formula on a sponge cushion. This compact is patented in China and for now only available to the China territory. The pack can be decorated with spray coating, metallising, silk screen, hot stamping or heat transfer labelling.



FUSION ROUND DEEP PRESSED●

POWDER WITH CAP RECESS - 94W

The recently launched Fusion Round Deep Pressed Powder compact has now been developed with a cap recess, allowing for innovative and eye-catching top-plate technology. Options include printed paper, coloured or clear gel or custom top-plates.





● **FUSION ROUND SLIM WAND - 64F**

The existing 578 slimstick is now developed with an elongated base profile for improved precision application. The cap and base are flush for a seamless, sleek appearance and the base can be weighted for a premium feel. The cap and base (made of ABS) can be extensively decorated via metallisation, spraying or printing, while the A-shell can be anodised and screen printed. The mechanism is 8.6mm.

FUSION SLEEK FULL SIZE LIP GLOSS WITH ALUMINIUM CAP - 64M

FUSION SLEEK MINI LIP GLOSS WITH ALUMINIUM CAP - 64L

The Fusion Sleek Full Size and Mini Lip Glosses are both a thick-walled, one piece PETG bottle construction that offers crystal clear packaging appeal, completed with an aluminium cap for a luxurious look. The wiper is bi-injected technology to combine the hardness of the LDPE for pull force retention with the softness of the TPE for an ideal wiping function. Decoration options include spray coating, metallising, anodising, screen print or hot stamping.



MAGNUM TRIMLINE LIPSTICK - 64W.....●

The Magnum Trimline lipstick is a chic new addition to the luxurious all aluminium Magnum range. Complementing the Full Size Lipstick already available in this range, the Trimline comes in a 11mm cup size and slanted A-shell, ideal for shimmery and lip balm formulas. Both the cover and base hold a ballast weight for a premium feel. The pack can be anodised with shiny, matt or satin finishes and decorated with a screen print design.



.....● **LUNA SQUARE DEEP PRESSED POWDER COMPACT - 94R**

The Luna range takes you to another world of soft, structural shapes and organic forms. This newly developed pack has added depth to the cover to allow the inclusion of a sponge on top of the pressed powder area. Decoration options include metallisation, spray coating, screen print and hot stamping.

FUSION ROUND GLASS ULTRA.....● **LIP GLOSS WITH DIAMOND - 64Q**

Following the recently launched Fusion Glass Ultra, this pack can be adapted to provide a cap with recess option. Top-plates can include paper, diamond or gel. The pack is highly versatile: each part can be either transparent or opaque with decoration options such as metallisation, spray coating, screen print, hot stamping or heat transfer labelling.



RADII GRANDE COMPACT - 95H

RADII RECTANGULAR PALETTE - 95G

Exciting new additions to the Radii Square Domed range, the Radii Grande Compact and Rectangular Palette feature a domed design plastic top-plate which can be colour matched or transparent, while artwork can be applied to the back with hot foil, screen print or heat transfer techniques. These packs are ideal for multi-product launches, limited edition and gift ranges.



RADICAL GRANDE COMPACT - 95D

RADICAL RECTANGULAR PALETTE - 95C

The Radical Grande Compact and Rectangular Palette offers great versatility for pack personalisation. These items can have a clear look with a transparent one piece cover to reveal the product colours, or an opaque moulded cover with a mirror for a more subtle look. The packs can be decorated with spray coating, metallising, screen printing, hot stamping or heat transfer labelling.



PEANUT APPLICATOR - 59Z

The new Peanut Applicator is suitable for a 13mm neck pack and is ideal across several product categories such as lip gloss, concealer or highlighter. Particularly suitable for lip formulations, the applicator hugs the lip shape with its unique soft and flexible profile. The applicator can be moulded in various TPU material grades to provide different levels of flexibility.



CURVED APPLICATOR - CH16072

The Curved Applicator is suitable for either 13mm or 10mm neck lip gloss packs and is ideal to contour the lips with its slanted tip. It has great product loading due to its curved, small reservoir shape.

PACIFIC MASCARA - 65F

The Pacific Mascara is a unique design that seeks to recreate the waterfall drop, while inspiring beauty with its seamless, tapered bottle. It comes in a 14.5mm neck size to accommodate various brush sizes, especially the SIMP plastic brushes. Corresponding wipers and rods are available according to the brush size selected. The pack can be decorated with spray coating or metallisation while artwork can be applied with screen printing or hot stamping.



HCP NEW FINISHES

THE LATEST DECORATION INNOVATIONS

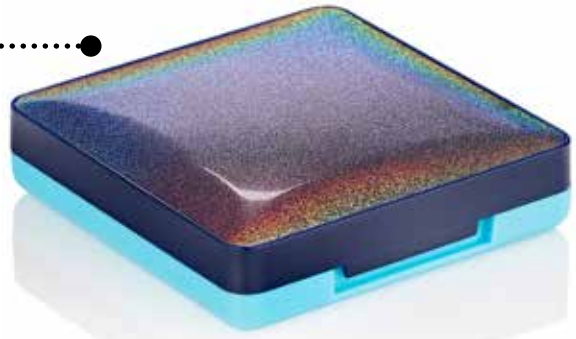


INK SPLATTER DECORATION

This finish ensures every pack is unique, as the decoration brings an artistic touch. A coloured ink is splattered across the component and finished with a clear soft touch spray.

CHAMELEON EFFECT

The dazzling new Chameleon effect is a stunning colour changing finish achieved through a multi-colour spray finish. This effect can be applied on the external surface of the component or on the back of a dome top-plate for a double-depth effect.



LASER EFFECT

This innovative decoration technique allows intricate patterns or windows to be revealed via laser by removing the metallised layer, allowing product colour to show through.



DRIZZLE DECORATION

This decorative finish gives components a textured look with an irregular, drizzled appearance. This finish can be applied on metallised or colour moulded surfaces with a matt or shiny background effect for a variety of options.





HCP FINISHES

TOP IT UP

A VERSATILE TOP-PLATE DECORATION SERVICE

With personalisation of packaging top of the agenda for many make-up brands, HCP's top-plate decoration service offers almost endless opportunities for pack transformation. In a market place with a staggering amount of choice, giving a cosmetics product a real 'wow factor' via its packaging is essential. For top-plates, options range from subtle decoration suitable to core lines, to innovative techniques that will really grab the consumers' attention and add an element of exclusivity – ideal for premium, limited edition or gift ranges.

HCP offer several stock ranges (Radii, Divine, Meridian, Cool Art and Festival) with cover or cap recesses that can have many styles of top-plates added. The recently extended Radii range includes cap recesses for lipstick, lip gloss and mascara, as well as three sizes of compact for eyeshadow, blusher or pressed powder. Available in soft-square or round profiles, this highly versatile range can be reinvented season upon season or decorated to suit all brand identities.

Decorations that can be used on the Radii Square, the Radii Round and Meridian ranges (shown on the opposite page) include multi-colour gel technology that is hand finished to ensure that every design is unique. Printed top-plates can depict highly detailed, full colour artwork with extra special finishing touches such as foiling, spot UV, embossing or alternatively the material can be varied with matt, gloss, metallic or pearl effects.

Injection moulded top-plates include flat, domed or jewelled options and to add further appeal, full colour, screen printed or foiled artwork can be applied to the back surface, giving beautiful depth to the pack. The plastic top can be left completely clear, or moulded in a varying intensity of colour from a subtle tint or a fully opaque but high shine result.

For a premium finish, Zamac is a stunning option that adds weight and a tactile appeal to the pack. Zamac can either be left unfilled or combined with vivid colour to give an enamel-effect to the top-plate. Another metallic option is an aluminium top-plate which can have artwork screen printed or etched onto the reflective surface.

To find out more about how HCP's top-plate decoration service can transform your brand's range, contact your local representative.

“In a market place with a staggering amount of choice, giving a cosmetics product a real ‘wow factor’ via its packaging is essential.”






FUSION GLASS ULTRA

A CONTEMPORARY & HIGHLY VERSATILE NEW STOCK PACK

A contemporary design that is thick-walled & complementary to the versatile Fusion Glass range. Multi-functional applicators & a wide range of finishing possibilities for cap, bottle & base button offers almost endless creative solutions for colour ID. An essential pack for colour cosmetics brands.



SOFT & NOURISHED LIPS



HCP'S new **Fusion Sleek Lip Gloss** in Full Size and Mini, is ideal for nourishing lip treatments such as oils, serums and moisture infused formulas. The bi-injected wiper can be moulded in LDPE + TPE material for improved wiping functionality, especially with more viscous formulas. Various applicators are available for this pack which features a one-piece, cylindrical PETG thick-walled bottle and metal cap. The full size pack has an O.F.C. of 5.4ml and the mini pack has an O.F.C. of 4.3ml.

HCP WELCOME SIMP TO THE FOLD

THE EXCITING NEW PARTNERSHIP BETWEEN WORLD-LEADING COSMETICS PACKAGING MANUFACTURER HCP & CUTTING EDGE PLASTIC APPLICATOR EXPERTS SIMP, PROVIDES A COMPLETE & HIGHLY INNOVATIVE MASCARA PACK SERVICE.

In September 2016 it was announced to customers that HCP – with the support of controlling shareholder Baring Private Equity Asia (“BPEA”) – has acquired a 100% ownership of SIMP.

SIMP continues to operate autonomously within the HCP family with its President, Mr Alain Blondel, remaining as SIMP President and reporting directly to Mr Eddy Wu, HCP’s Group President and Chief Executive Officer, and with Mr Eric de Bardonnèche remaining as Sales and Development Manager at SIMP.

SIMP’s world-class innovation in the design, development and manufacturing of applicators for mascara and other beauty products, brings important new product capabilities to HCP’s wide range of packaging solutions for the leading beauty brands.

In addition, SIMP will supplement HCP’s vast product development and manufacturing

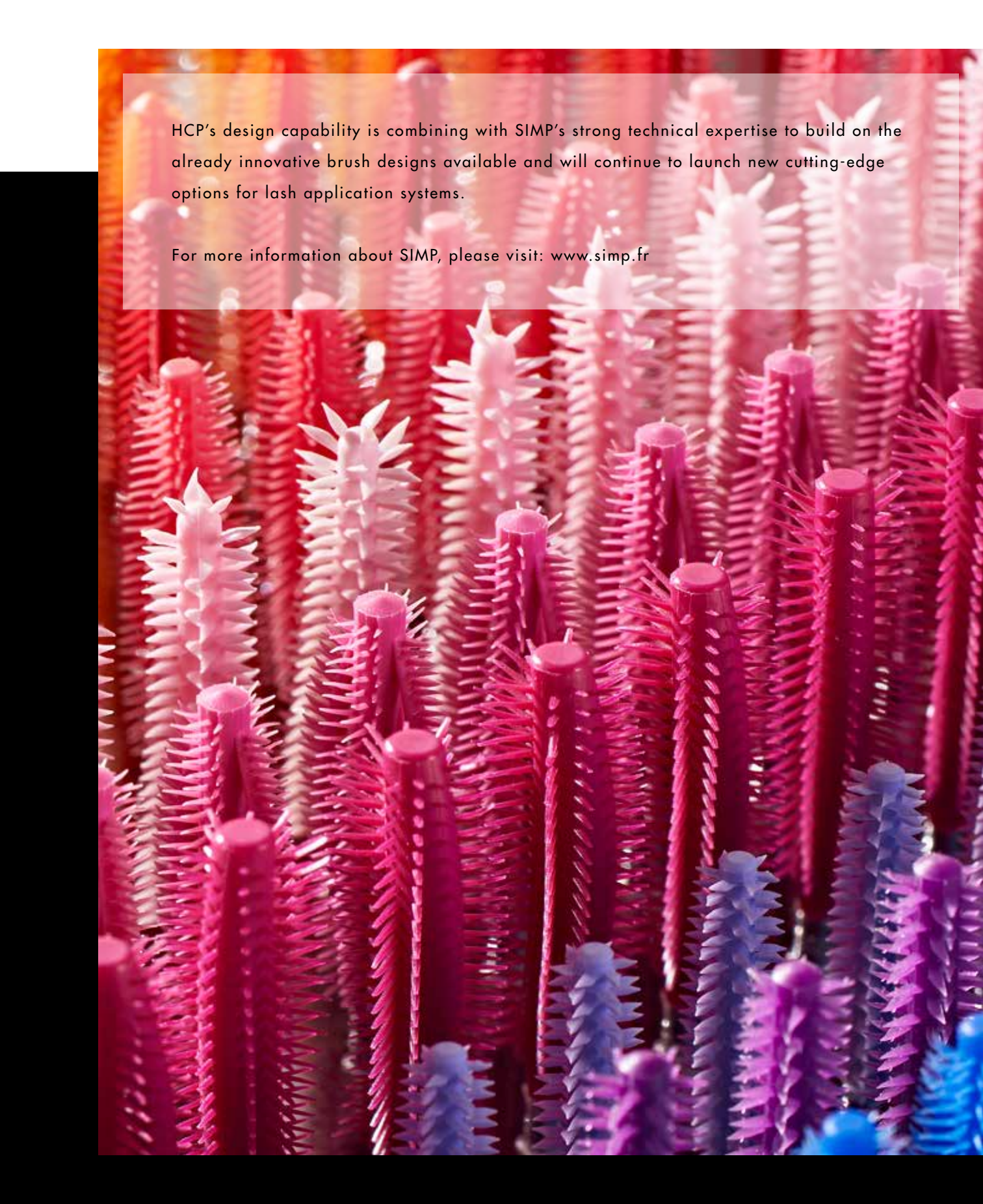
capabilities in China/North America with a presence in Europe. HCP’s management has stressed that notwithstanding this change of ownership for SIMP, it is business as usual with no disruption of service due to this change.

ABOUT SIMP

SIMP is the world’s leading actor in the creation, development and manufacture of high-precision cosmetic plastic applicators and rubber technical parts for the beauty industry, and specifically in plastic mascara brushes. Relying on a strong portfolio of patents, supported by its unique expertise in micro-injection and extended industrial capabilities in France and Mexico, SIMP is offering its worldwide customers a best-in-class time to-market which is a major asset in the fast-moving and innovative cosmetic business.

SIMP and HCP are working together to offer customers complete solutions with pack and brush for the ideal lash look.

SIMP & HCP ■ THE ULTIMATE PROVIDERS OF BEAUTY SOLUTIONS ■



HCP's design capability is combining with SIMP's strong technical expertise to build on the already innovative brush designs available and will continue to launch new cutting-edge options for lash application systems.

For more information about SIMP, please visit: www.simp.fr

The advertisement features a central black square containing several mascara brushes with different colored bristles (yellow, blue, pink, orange, green, purple) and handles (wood-grain, leopard print, solid colors). The brushes are arranged in a circular pattern around the central text. The entire composition is framed by a vibrant, multi-colored leopard print border.

COLOURFUL & BOLD

LASH FEVER

HIGH PRECISION
MOULDED PLASTIC
MASCARA BRUSHES

HCP & SIMP PRESENT SIX VIVID MASCARA BRUSH SHADES INSPIRED BY THE SPRING SUMMER 18 TREND: FEVER

A trend that celebrates new standards of beauty and bold use of colour, this pack features a screen printed animal skin design with a gold hot foil logo.

The pack features the 'The Volume' (VI0059) brush from SIMP, designed and manufactured in Paris, France. The innovative, high precision moulded brush has petal shaped bristles to retain more formula after wiping and to load the lashes instantly. Ideal for brands looking to give their customers maximum volume while lengthening and defining the lashes, this can also be used with the HCP stock **55G mascara** or the **waterproof mascara**.

The brushes are injection moulded and can be accurately colour matched; giving brands the option to personalise the brush in their chosen shades to create eye-catching promotions.



WESTERN LASHES

APPLICATOR RECOMMENDATIONS FOR WESTERN LASHES

HCP and SIMP present six precision moulded applicators ideal for the demands of the Western mascara market. Highly skilled mascara expert Mira Moumène recommends which innovative applicator is the perfect choice to achieve various lash looks, and discusses how technical features enhance the lash.

With mascara frequently said to be the one beauty product women can't bear to be without, finding the perfect brush for the required look can be a real eureka moment. With curling, volumising, defining and lengthening top of the agenda, precision moulded plastic brushes are a real innovation for the industry as complex shapes and formations can be created to give brands a unique, high-performing design.

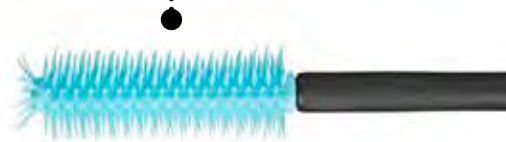


MIRA MOUMÈNE

Mira is the in house mascara expert, testing and developing brush styles to identify the best application characteristics. Supported by strong global design and technical expertise, the HCP and SIMP teams strive to optimise developments for customer demands to deliver a full beauty solution. Her extensive knowledge of brush architecture suitable for different lash styles and market trends are key to a successful realisation.

FULL EFFECT | SDA0171

The bristle architecture provides multi-effect make-up results whilst brushing the lash fringe, giving ultra-volume from root to tip. The alternating short and longer rows give lashes extreme length and definition.



THE VOLUME | VI0059

Petal shaped bristles hold the ideal amount of formula for even loading. The elegant and universal design enhances all types of lash. The comfortable application coats each lash individually for maximum length, volume and definition.



PANORAMIC VOLUME | VC0037

Elegant petal shaped bristles build 360° volume to the lash fringe. The brush dimension offers versatility and is suitable for all types of lash; perfectly sculpting the lashes for panoramic volume, definition and curling results.



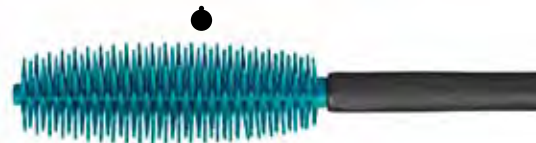
MAXI SCULPT | SA0167

A brush comprising of two different types of bristles for dramatic volumising results. The rows and bristle size are placed in reverse to each other to sculpt a 360° volume for all types of lashes, with visible definition and curling.



MAXIMIZING | SA0039

The unique shape of this brush gives a full and customisable make-up look due to its curved bristles. The long and soft bristles define, lengthen and curl the lashes from root to tip.



FULL COVER | SH0175

An innovative applicator with bristles on top of the exclusive SIMP arches and bristles on the body of the brush, to hold a reservoir of product for immediate loading onto the lashes. The brush architecture is designed to separate and volumise lashes for a bold and lifted look.





MASCARA FOCUS

ASIAN LASHES

APPLICATOR RECOMMENDATIONS FOR ASIAN LASHES

HCP & SIMP combine to introduce a selection of high precision moulded brushes to enhance Asian beauty. Introducing six innovative brush styles, designed exclusively in France, that give curling and volumising results - key demands from the Asian market. HCP & SIMP recommend three smaller size brushes that give great control during application to coat each lash effectively; with three larger dimension brushes that are ideal for giving volume to the upper lashes.



HOOK ME UP | SAD0060

Curling, lengthening & defining - the hook grabs the lash at the root & the bristle architecture lengthens from base to tip.



LASH DESIGNER | SD0053

Two bristle types to customise the lash look - conical bristles build high volume & the petals of the arched comb define & magnify the lashes.



PANORAMIC VOLUME | VC0037

Elegant shape for 360 degree lash fringe - contoured for quick load. Sculpt & curve the lashes in an instant with a touch-up tip to finish the look.



MINI SWIRL | SB0010

Unique rotation of curved bristles, for comfortable & high precision application - volumising, lengthening & curling the lash.



MINI MAXI | VE0059

Intertwined bristles positioned face-to-face to catch all lashes. Mini petal shaped bristles - a mini brush for instant, maxi volume.



MINI MULTI EFFECT | SC0061

Long, thick bristle architecture on one side for instant loading; extreme lengthening & a high-precision arched comb for definition on the other side.

MASCARA FOCUS

TYPHOON

TAKING YOU BY STORM



TYPHOON 360TWIST

Gives a uniform application with well separated and lengthened lashes.



TYPHOON ZIG ZAG

Offers great lengthening and thickening simultaneously for a full lash look.

The HCP Typhoon patented brush has proven to be as dramatic as its name and deliver high impact results. Developed by HCP Hinsdale, USA, using the latest high-tech equipment, the brush profile variations can be customised to enhance product application and offer a variety of effects.

HCP USA teamed up with an independent testing panel to review the latest brush additions to the Typhoon range. Tested with a mid-viscosity volume formula, both brushes offer quick volume building performance.

To find out how to customise your mascara brush according to your desired formula, please contact your local HCP representative.

NEW HCP STOCK

THE LUXE LOOK

MAGNI SQUARE DOUBLE WALL JAR 30ML

With premium beauty proving a strong sector for continued growth, HCP have responded by adding a new luxurious pack to their stock offering. With a chic square profile, the new Magni Double-Wall 30ml Jar (Ref: 34F) extends the HCP stock Magni range - recognisable for its thick-walled 'glass-like' appearance, without the risk of breakage.

Constructed with a two piece cap (ABS outer/PP inner cap), a 30ml fill PP inner and a PETG outer jar, this luxurious double-wall jar is ideal for skincare or foundation mousse formulas. To add extra wow-factor, the pack can be spray coated or metallised and artwork can be screen printed, hot stamped or applied with a full colour heat transfer label.



HCP STOCK

Mini Stock Packs

TRAVEL & COLLECTABLE COSMETICS PACKAGING

Mini components have been increasing in demand over the years, with several factors driving this trend. Travel, of course, is a significant reason for needing smaller items; as airlines become increasingly strict with baggage limits, keeping cosmetics and toiletries to the bare essentials can be a real challenge. Let's be honest, nobody wants to endure unnecessary stress, baggage charges or at worst having make-up and toiletries taken away altogether due to exceeding the maximum limit.

Without realising, it is easily possible to damage a favourite product by decanting formula from a full size glass pack into a cheap and small plastic pack.

The introduction by brands of mainline products packaged in mini, portable packs has become just as important as full size packs for the industry – no longer just a gimmick, but as an extension of one's make-up or toiletries bag.



A second consumer driver to the demand for mini items is a change in purchasing behaviour as more people shop online, looking for a 'try before you buy' sample sized product; allowing for testing between a range of products before making a decision. With the latest make-up launches only a simple click away and consumers constantly wanting something new, many brands are increasingly looking to provide mini versions of mainline products to fulfil this need. For limited edition launches, brands often require a smaller pack for the added cute factor that can make it become a collectable piece, earning brand kudos.



Colour cosmetics is one of the most trend driven and fast-moving industries in the world, so no sooner has the latest and most innovative packaging design or winning formula been created, it's onto the next big thing. From a brand perspective, by placing smaller items in stores and online, it allows for more frequent product launches to keep up with the ever-changing consumer demand.

HCP have found that brands don't want to compromise on the quality and finish of mini packs - it is just as important for travel sized and especially limited edition packaging to keep the same quality and feel of a full sized pack. HCP's stock ranges include mini packs that offer a wide range of decoration options to ensure they're just as eye-catching as their full-sized counterparts!



NEW HCP STOCK

SHAPING THE FACE OF BEAUTY

**INTRODUCING:
FUSION ROUND SLIM WAND
A VERSATILE NEW PACK**


Unless you're a supermodel and were born with perfectly chiselled cheek bones and a radiant glow, let's be honest we would all say yes to a flawless face...or at least the illusion of one! HCP have listened and answered consumer demand for a multi-functional pack that can provide it all.

Although a clever technique that has been used for a long time by celebrity make-up artists, contouring has exploded on the mass market in the last two years, with no signs of slowing down. And why would it when contouring can completely change the shape of the face by carving out the best features and accentuating them? For summer months or more relaxed days, the strobing technique now offers a luminous and youthful appearance. Using a lightweight formula and relying more on highlighting, shimmer and natural light, these make-up tricks have become just as essential as the mobile phone used to take the ultimate selfie!

With the average woman's hand size being 172mm long, HCP have developed the existing Fusion Round Slimstick to include an elongated profile of 122mm and a slim cup - the perfect fit for handling and ultra precision application. HCP's new Fusion Round Slim Wand not only looks great with a sleek, flush ABS cap and base, but can be weighted to give a more premium feel.

The pack can be highly decorated via metallisation, spraying or printing, whilst the A-shell can be anodised and screen printed.

The Fusion Round Slim Wand can be used for lip formulas, contouring, canvassing, highlighting and strobing to name just a few!



**“Let’s be honest we
would all say yes to a
flawless face...or at least
the illusion of one!”**

hue noir

BEAUTY IN COLOR

US brand Hue Noir are on a mission to change the face of beauty by putting multicultural women at the centre of the modern beauty movement. Founded by Paula Hayes, the brand uses proprietary formulas calibrated for women of colour with products that provide longer wear, oil absorption, moisturisation and excellent colour payoff; whether the goal is transparency or opacity. The brand's new packaging is an extension of their commitment to innovation as an artistic brand; Hue Noir have partnered with a local US artist to create a painting that captured the heart of the brand.



PERFECT PIGMENT VELVET EYESHADOW

This product includes shades created to highlight the eyes as a beautiful asset. The eyeshadow is designed with tints that deliver twice the pigment for true colour payoff while flawlessly flattering darker skin tones, formulated with oil control properties that provide long-lasting results and prevent colour shifting. The range features twenty shades with delicious names such as Whipped Cream, Candy Girl, Plum and Done, Cocoa Puff and Chocolate Kiss.

Presented in the HCP stock **Radii Round Eyeshadow Compact**, the pack has a black moulded cover, insert and base with a heat transfer label to the top-plate. The whole pack has been finished with a UV matt spray and completed with a hot stamp logo over the top-plate.

PERFECT SHINE HYDRATING LIP GLOSS

Hue Noir developed their Perfect Shine Hydrating Lip Gloss to give customers a product that means lips never lose their lustre. The long-lasting gloss glides on like silk without leaving a tacky residue with a formula that contains a proprietary blend of emollients including vitamin E and jojoba oil to maximize the moisture. The exclusive colours are customised to bring out the beauty of darker skin tones.

The lip gloss is available in nine shades with whimsical names such as Glass Slipper, Lucky Star, Golden Girl, Black Orchid, Wined Down and Coming Up Rose.

The product is presented in the HCP stock **Radii Round Lip Gloss**, featuring a black moulded cap with a stunning 360° heat transfer label and sticker on the top-plate. The clear bottle is decorated with a hot stamp logo.

“Working with HCP provided the perfect opportunity to use their packaging expertise to apply the artwork to our new packaging. The final outcome is a product collection that is as beautiful on the outside as the shades housed inside the components.”

PERFECT POUT HYDRATING LIPSTICK

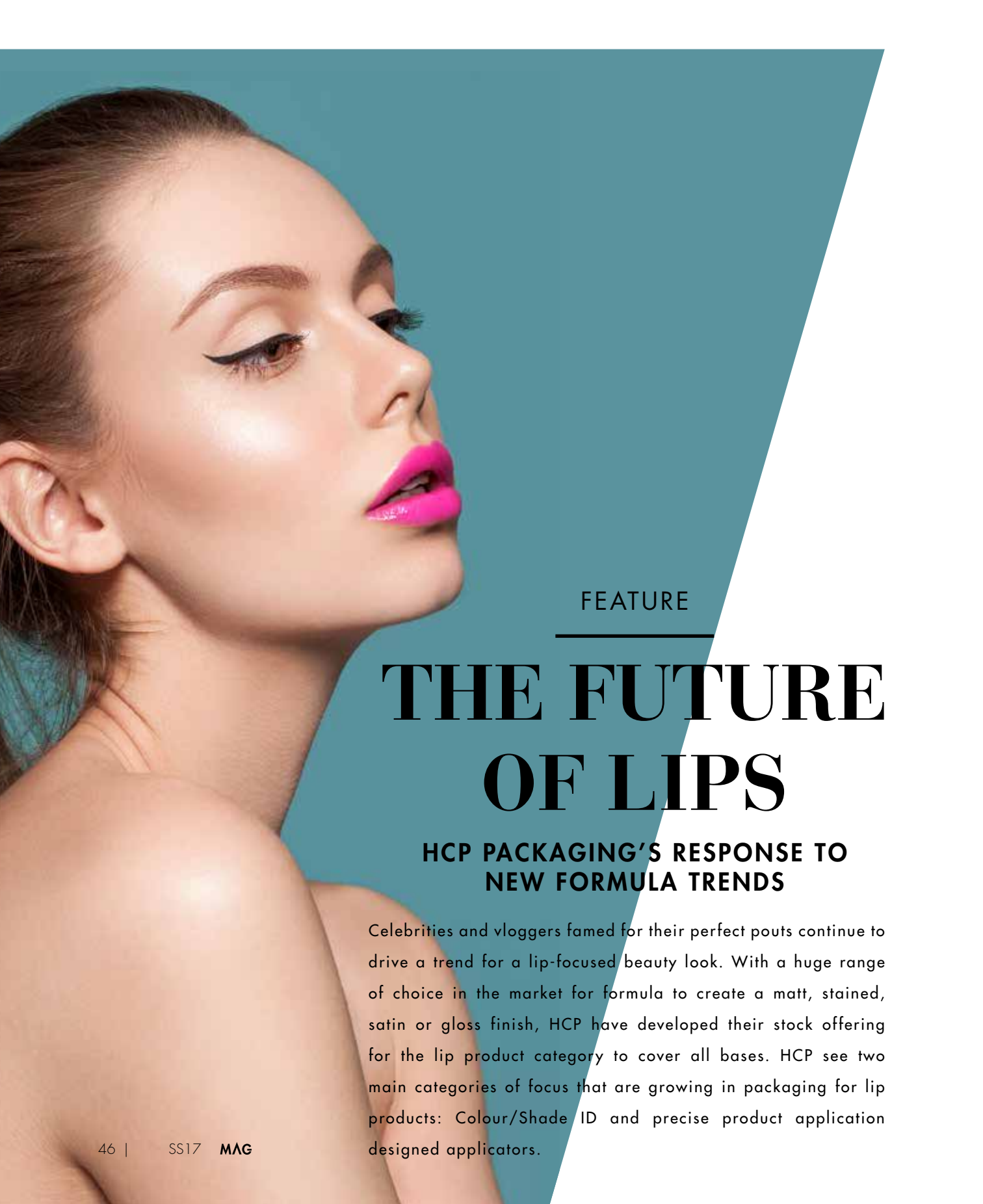
Hue Noir Perfect Pout Lipstick delivers double the colour payoff in a richly pigmented long-lasting nourishing formula, infused with shea butter, jojoba oil and avocado butter to deliver exceptional moisturising benefits and wondrously weightless wear.

The lipstick is available in 11 shades including strong and powerful names such as Berry Dangerous, Fuchsia on Fire, Femme Fatale, Rendezvous in Rio, Lady Marmalade and Who's the Boss?

The lipstick is housed in the HCP stock **Radii Lipstick pack**,

with the whole pack moulded in black with UV matt spray and a shiny silver A-shell. The cap features a heat transfer label to the top-plate with a hot stamp logo on top, with a second hot stamp logo to the base of the pack.

Products are available at www.huenoir.com



FEATURE

THE FUTURE OF LIPS

HCP PACKAGING'S RESPONSE TO NEW FORMULA TRENDS

Celebrities and vloggers famed for their perfect pouts continue to drive a trend for a lip-focused beauty look. With a huge range of choice in the market for formula to create a matt, stained, satin or gloss finish, HCP have developed their stock offering for the lip product category to cover all bases. HCP see two main categories of focus that are growing in packaging for lip products: Colour/Shade ID and precise product application designed applicators.



COLOUR/SHADE I.D.

HCP predicts a continued focus on colour/shade ID for lip products, especially with formula colour being displayed through thick-walled, glass-like packaging. A great offering from HCP to support this is the Fusion Glass Lip Gloss, available in both Mini & Standard sizes.

that each pack can look completely different, with options for colour identification achieved with a combination of opaque and transparent sections. The pack has an OFC of 10.4ml with an estimated fill capacity of 7-7.5ml.

There is still a strong trend for colour-matching

Alternatively, rather than always having the pack completely transparent to show the product, we see a market need for formula protection

with opaque packaging that enables colour-matched finishes on plastic or aluminium parts of the components. HCP's new stock pack, the Fusion Glass Ultra provides great formula compatibility thanks to its PETG bottle/base button. It is so versatile in terms of decoration

“HCP predicts a continued focus on shade ID, especially with lip formula displayed through thick-walled, glass-like packaging.”

lipstick A-shells and plastic sleeves to the bullet, as well as artwork printed on the A-shell for a charming surprise element on limited edition branding.





SLANT TIP APPLICATOR

PRECISE PRODUCT APPLICATION

With a surge of liquid lipsticks on the market and particularly matt formulations, highly saturated lip colour that is dispensed in a lip gloss package is key. This trend has driven HCP to develop a new longer 'Slant Tip' - designed to provide the optimum angle for accurate application and to also deliver controlled product distribution on the lips.

Another HCP stock pack that ties into the trend for precision application is the new Fusion Round Slim Wand which features an extended base to aid dexterity when applying the product. While this is developed from a lipstick pack, this 8.6mm cup lipstick is also suitable for formulations such as contouring and strobing kits, highlighters and concealers.

WATERPROOF PRODUCTS

Another key area for growth in the lip category is in waterproof and long-lasting formulas: ideal for the outdoors consumer, those who want to keep make-up on during a workout and also for great all day staying power. To illustrate the aesthetic of waterproof resistance, HCP offers 3D droplet decoration - a fun and clever way to convey the key attributes of the formula.

3D DROPLET OVER METALLISATION



FUSION ROUND SLIM WAND





OMBRE LIPS

Gradient spray technology perfectly reflects the colour blends of the ombre lip trend - available in up to 3 colour combinations.



MATT METALLIC

The latest trend in liquid lipsticks, intensely colour matt metallic effects can be achieved with HCP's soft touch metallisation.



MATCH THE FINISH TO THE TREND

HCP FINISHING & DECORATION



JEWELLED LIPS

Incorporating a coloured jewel top to HCP stock packs with a cap recess brings a touch of opulence & fun to this theatrical lip trend.



OIL SLICK LIPS

HCP offer several colour-change finishes emulating this trend - fliptone, Prismatic Coating & the new Chameleon decoration.



Nº7

BOOTS NO7 HIGH SHINE LIP GLOSS

Launched in September 2016 and retailing at £9, **BOOTS NO7** have introduced more vibrant, trend-led shades to their **High Shine Lip Gloss** range to target a slightly younger customer base. A luxurious, moisturising gloss that glides on lips easily for high shine in just one coat, it gives lips subtle colour with great coverage that is also long-wearing and non-sticky. The High Shine range now offers ten shades ranging from delicate nudes to richer tones for a complete day to night look, with new delicious sounding colours such as Glazed Plum, Pink Hydrangea and Just Peachy. While the brand encourages customers to use the product on top of their No7 Lipsticks to give a glossy finish and longer wear, the new translucent shades look just as beautiful on their own for a more natural look.

The product is displayed beautifully in HCP's stock **Fusion Round Glass Full Size Lip Gloss** - a thick-walled pack that gives a glass-like effect, allowing the formula to show through for great colour ID. The pack features the HCP stock feather-tip applicator that allows for flexible and smooth application of the non-sticky, hypo-allergenic formula.



SPARKED DAZZLING LIPS



Rani Cosmetics, a completely vegan and cruelty-free brand made in the USA, proudly presents two revolutionary lip formulas - the Sparked Dazzling Liquid Lipstick and the Sparked Dazzling Lipstick. The Sparked Lip line has been specially formulated to act as a standalone lipstick, or to be combined and layered to create a unique effect. The entire Sparked Lip line is laced with a unique blend of shimmer to create a dazzling lip effect, akin to a sparkler or a firework in the night sky. Each product is available in six shimmering shades for the première launch.

The Sparked Dazzling Liquid Lipsticks are nourishing and long-wearing lip products: matte lip creams with a light, whipped texture that apply fully-pigmented colour in just one swipe. The Sparked Dazzling Lipsticks, infused with coconut oil and mango butter, can easily be worn alone, but are specifically designed to be used as lip toppers with their Liquid Lipstick counterparts, providing additional moisture and colour pay off. The pigmentation is semi-sheer, but can easily be built up to full opacity with a few swipes.



The liquid lipstick is packaged in the HCP stock **Radii Square Lip Gloss**, with a white moulded cap, clear moulded bottle and a UV spray to both. A heat transfer label has been applied to the bottle.

The lipstick is presented in the HCP stock **Radii Square Lipstick** which features a white moulded cap and base with a matt UV spray, and providing subtle contrast the A-shell is anodised in rose gold. The base is decorated with a heat transfer label.

KISS CANCER GOODBYE!

Skin Cosmetics gave cancer some lip service in October 2016 with the launch of their limited edition Lip 6X Balm, in honour of Breast Cancer Awareness Month. A line of premium skincare and colour cosmetic formulas specifically developed by celebrity make-up artist and licensed esthetician Dimitri James, Skinn formulates and manufactures all of its own products using high levels of actives, natural ingredients and avoids the use of excess water, fillers or packaging.

100% of sales of the Lip 6X Balm was donated during the month of October 2016 to support Bright Pink – the only national non-profit organisation focused on the prevention and early detection of breast and ovarian cancers in young women. Learn more about Bright Pink at BrightPink.org

Formulated with volulip, maxilip, filling spheres, vitamin C and revinage, the Lip 6X Balm treatment is tailored to hydrate and enhance the lips plumpness and curvature for a smoother, more youthful appearance.

This product is presented in the HCP stock **Fusion Hot Pot** with a clear base, bright pink cover and screen print decoration. Skinn's Lip 6X Balm retails for \$29.50 and is available at www.skinn.com



PRETTY IN PINK

Chioture is a China local brand providing colourful and feminine cosmetics at highly competitive prices for the younger generation of consumers who primarily shop online.

The **Pink Love Lipstick** is presented in the HCP stock **Radii Square Full Size Lipstick**. The base is metallised in pink and the cap is metallised in silver with a one pass screen print logo to the side.

The Pink Love Lipstick is available for ¥118.00 online at: www.chioture.tmall.com



The **Glittering Thin Lipstick** comes in the new HCP stock **Fusion Slim Wand** – a sleek new pack that enables accurate application of product due to its elongated base profile. Both the base and cap are moulded in a pretty pale pink hue, with a soft blue gradient spray added from the bottom of the base for a beautiful colour blend. A white screen print logo is added to the base while the A-shell is shiny silver anodised.

REVLON®

ULTRA HD GEL LIPCOLOR™

Revlon's new Ultra HD Gel Lipcolor™ promises vibrant, high-definition colour for *"standout, kiss-me lips with vivid color that won't dry out"*; as seen on Hollywood star Emma Stone in the Revlon campaign. The product fuses a world of hydration with high definition shades, in a pigment-packed formula that delivers silkier, shinier results. Revlon declare that the secret is in the formula: vibrant colour pigments are suspended in a gel base that drenches lips in high definition, lightweight colour, with hyaluronic acid delivering a boost of hydration.

Retailing at \$8.99, the **Ultra HD Gel Lipcolor™** was launched exclusively at Walmart in October 2016 then on www.revlon.com and in US retailers from November 2016.

The lipcolour is presented in a slim custom pack, providing precise application to ensure customers can achieve a sculpted, seductive look while feeling smooth and moisturised. Available in 15 shades, the base and sleeve are metallised and perfectly colour matched to the lipstick bullet, visible through the clear moulded cap. The Revlon logo is screen printed on the silver metallised collar for subtle branding.

PURE LIGHT POWDER

delilah

Pure Light from delilah is a remarkable illuminating and brightening powder, giving soft, multi-dimensional radiance to any skin tone. Created with micro-fine powders and a ground-breaking blending process, Pure Light applies effortlessly, leaving the skin looking healthy, smooth and luminous. **Pure Light - The Collection** brings together three shades of powder: Illuminate, Bronze and Brighten, presented in a watercolour, swirl effect that adapts to brighten dull looking skin, giving a soft ethereal glow from within. Held in a pewter and rose gold display box, this collection is a stunning luxury gift that will bring instant luminosity and a natural radiance to any skin tone.



The range of powders are displayed to perfection in the HCP stock **Magnum Blusher Compact**, with anodised aluminium matt rose gold cover and base, a pewter metallised insert and inner over and finished with a single clear screen print logo on the cover. Launched in September 2016, the collection is available at www.delilahcosmetics.com



SHEŸYEA

The **Plant Pleiotropic Air Cushion BB Cream** and **Botany Skin Care Cover Spot Concealer** from **Shesyea** are recently launched products in the Chinese market. The Plant Pleiotropic Air Cushion BB Cream is presented in the HCP **Fusion Round Air Cushion Compact** - an innovative airtight compact designed to accommodate a liquid foundation formula impregnated on a sponge cushion that gives a moisturising, high-lustre, nude look. The formula contains dandelion extract and Mexican avocado essence to soften skin and shrink pores. The outer base and lid are moulded in black with gloss UV spray while the base insert is metallised in champagne gold to add a touch of luxury. A gold hot stamp logo has been applied to the cover, with additional gold hot stamping to the side wall. The inner base is moulded in black with a bi-injection moulded PP & TPE inner lid.

The Botany Skin Care Cover Spot Concealer is housed in the HCP **Radii Square Domed Eyeshadow Compact**. The base and insert are moulded in black with gloss UV spray while the cover is metallised in champagne gold. The dome is moulded in black with a gold hot stamp logo.



Doll 10[®]

MICRO-PIXEL FACE & BODY BRONZER

Founded by Doris Dalton, US brand **Doll 10** is a chic cosmetic line focusing on hi-tech, anti-aging ingredients that aims to give their customers timeless beauty and confidence. The **Micro-Pixel Face and Body Bronzer** colour corrects imperfections while giving skin the radiance of a healthy-looking, youthful complexion. The bronzer is available in a universal multi-dimensional shade consisting of tones of bronze, peach and golden pearl, making it flattering to all skin types and skin tones. Ideal for anyone looking to blur the look of imperfections while giving their skin a sun-kissed radiant glow, the brand advises contouring the face with the accompanying bronzer brush by applying the product to areas where the sun naturally hits the face.

The product is presented in the HCP stock **Fusion Round Grande Compact**, moulded in black with a UV gloss spray, nude insert and a screen print logo to the cover.

The Doll 10 Micro-Pixel Face & Body Bronzer is available at www.doll10.com or from QVC.



CHRISTMAS 2016 BRONZING COMPACT

The **Boots No7 Christmas 2016 Gift Bronzing Compact** is a chic gold pack that is ideal for adding a festive glow to skin with a blend of shimmering, bronzing and highlighting tones.

The product is presented in the HCP stock **Radii Glass Pressed Powder compact**, fully matt metallised in a beautiful champagne gold with a flat, one-piece cover featuring a shiny No7 logo. This launch showcases an innovative screen print decoration that gives the illusion of a foil-effect logo over champagne gold matt metallisation.

The limited edition pack was launched for Christmas 2016 accompanied by a large kabuki-style bronzing brush, retailing at £16.



PALETTE LES NUDES

Bourjois reinterprets the essential nude eyeshadow palette with its very Parisian signature. Inspired by a chic minimalist trend, the **Palette Les Nudes** by Bourjois offers eight harmonious eyeshadow shades that can be used separately or blended together. The melting cream powder formula promises up to twelve hours hold, workable for an adjustable intensity; while for a new twist, the nude palette is complimented with coloured accents for a bolder make up result. Shades include a shimmery copper, a metallic ice-blue, a luminous taupe and an iridescent light brown for a touch of elegance.

The beautiful yet practical **custom ABS palette** developed by HCP includes an innovative swivel cover, enabling a panoramic mirror for touch-ups throughout the day or to intensify nude make-up on the go. Illustrator Bernadette Pascua has reinterpreted the concept of the Parisian woman especially for Bourjois; her illustrated watercolour is featured on the cover, with an innovative heat transfer label applied to a domed surface. The palette is supplied with a double-ended applicator that is easy to use with a soft foam tip to perfectly blend colour and a precise tip to contour and define.

“A small cute bun in her hair, her outfit accessorised with a statement Peter Pan collar & finished with assertive red lip; who is this mystery girl? Whoever she is, her style is inimitable, & Bourjois knows it!”

Les Nudes Palette was launched in autumn 2016.



PICK 'N' MIX MASCARA

HCP PACKAGING'S NEW & EASILY CUSTOMISABLE PACIFIC MASCARA

Pick the right mix of brush-to-rod-to-wiper combination for maximum results!

HCP's Pacific Mascara is compatible with multiple brush sizes and types, to accommodate either twisted wire or micro-precision plastic moulded brushes. Developed with a 14.5mm external neck thread and multiple rod diameters with corresponding wipers, the Pacific Mascara is an ideal solution for cream or waterproof formulas by selecting either PP or PET/PETG bottle materials. Currently in pilot tool phase, samples are available for testing and project development.

Please contact your local HCP representative for more information.



CARSLAN KAFÉLON

卡姿兰 凯芙兰

Carslan was founded in 2001, with two cosmetics brands Carslan and Kafellon representing the professional, fashionable and popular ethos of the parent company. The cosmetics brands now sell in 31 provinces, 400 cities and have 15,000 sales outlets throughout China.

HCP are pleased to supply two custom mascara packs to the Carslan and Kafellon brands. The **Flying Long Lash Double Ended Mascara**, from Carslan, and the **Dense Cat-Eyes Double Brush Mascara** from Kafellon have each been developed to give an enlarging effect to the eye.

Each double-bottle product is designed with a single blow moulded PP bottle with metallisation, while the other is a two piece construction with a PP inner bottle with metallisation and a PETG injection moulded outer bottle with gradient spray applied to the inner wall prior to assembly. The products come with a short, soft bristle brush on one end to give a natural effect to lashes; while the other end has a full size brush to give a lasting curled and uplifted effect.



MAKE-UP FOR THE ART OF IT!

STROKE of BEAUTY was founded in 2016 by Holly Mordini, award-winning make-up artist and gifted painter, in collaboration with Dean Factor, founder of Smashbox and the great-grandson of the great Max Factor. Realising the only thing separating her two creative passions were the tools, Holly set out to create a line of make-up that reflects an artist's perspective and marries the techniques applied to painting with the make-up artistry skills she has perfected over her 20+ year career. With his tremendous business experience, coupled with his innate understanding of the beauty industry and broadcast retail, she knew Dean would be the perfect partner for the brand. STROKE of BEAUTY products are a reflection of a life spent in the arts, each with a unique point of difference, a bold artistic edge and the creative possibilities a fresh set of art supplies can inspire. STROKE of BEAUTY is committed to making every application easier, more interesting...and way more fun!

The new DENSITY+ FIBER BROW GEL is packaged in HCP's stock **Mini Brow pack** and offers a buildable formula infused with vitamin B. Improving upon the lustre and sheen, a quality youthful brow hair naturally has, DENSITY+ is essential for perfected daily wear. The small twisted wire brush helps to build the tint and volume of the brow with every stroke. This soft-hold formula will never weigh brows down, achieving the fullest and most natural-look ever. So on trend for full and natural brows!

Available in Taupe or Brunette and retailing online for \$24.



LASH EXTEND & LONG WEAR MASCARA

It's time for consumers to love their lashes with Airbase Lash Extend Mascara & Long Wear Mascara, retailing at £22 and £20 at airbasemakeup.com. Airbase promote their new mascaras as taking eyes from the ingénue to the seductress with two different formulas to answer all lash wishes.

Both packs are presented in the HCP stock **55G Mascara**, with a minimalist yet highly contemporary look. The bottles are moulded in clean white and striking green with gradient spray and screen print decoration. Each mascara features the HCP stock **Quasar brush** manufactured at HCP's USA factory - a twist and cut five-groove brush twisted clockwise 90°. This innovative brush allows for maximum loading plus offering multiple surfaces for improved combing and lengthening - making lashes the star of the show.

THE LASH EXTEND MASCARA

FOR STRONGER, LONGER LASHES IN A FLASH

The perfect mascara for daily wear, the Lash Extend Mascara contains growth-enhancing super-serum Capixyl, treating lashes with a fortifying formula that helps prevent the loss of any lashes as well as improving the strength of existing lashes. Airbase suggest this is perfect for an everyday look, with one coat applied from root to tip.

THE LONG WEAR MASCARA

A SERIOUS VOLUME BOOST FOR A FABULOUS FLUTTER

The perfect date night mascara with a flake-resistant, smudge-proof and tear-proof formula, the Long Wear mascara lives up to its name and will stay in place all day. The volumising formula thickens, curls and separates lashes for the ultimate show-stopping lashes.





FEATURE

Brows on Fleeck

HCP'S ON-TREND SOLUTIONS FOR BROW GROOMING

The world has never been more eyebrow obsessed than it is today. Long gone are the noughties where brows were plucked to within an inch of their lives followed by a humiliating stint attempting to grow them back! The benefit of an eyebrow obsessed nation is that a shape for every face type can now be mastered. Whether that be an ungroomed brow, feathered brow, arched or straight brow, they can no longer simply be an afterthought in a daily make-up routine. Now brows are not only just a passing trend, but a major industry focus in terms of make-up category.

Although prominent brows were popular back in the 80s, only a simple clear gel was used to help define and shape alongside tweezers. Today the market is flooded with products including gels, pencils, brow mascaras and powders all claiming to provide the perfect eyebrow for any occasion. Packaging demand has been high and here at HCP, we have been working extremely hard to provide a pack for every eyebrow technique.

THE FULL & NATURAL BROW

A hugely popular look within the world of fashion, for this brow more is most definitely more! It has been suggested that over-tweezing can have an aging effect; whereas the more natural and ungroomed eyebrows are kept, the better they will frame the face, providing a youthful appearance. HCP's Comb-End Mascara is the ideal tool for creating a full but natural brow. Product is simply applied with the brow brush and then the comb is activated by pressing a slider button on the side of the cap. The exposed comb can then be used to sweep and separate brows, giving a natural look. The Comb-End Mascara comes in a PP bottle for cream formulas or in a PET bottle for waterproof and long-lasting formulas.

THE SMOKY BROW

Still celebrating the natural look and similar to the full brow, smoky brows differ slightly with emphasis on the direction of natural hair growth. Brows are brushed up and out before filling in any sparse areas with light-handed shading, providing a smoky effect for a statement brow. Arches can then be delicately filled in with hair-like strokes that resemble individual brow strands for a feathery finish. To accompany our Fusion Glass and new Fusion Glass Ultra packs, HCP's Brow



Groomer applicator is the perfect tool: the stiff flocking allows each brow hair to be defined and coloured at the same time. For a smaller travel option, the Fusion Glass Mini with Brow Groomer applicator is ideal for maintaining brows on the go.

BROW GROOMER.....



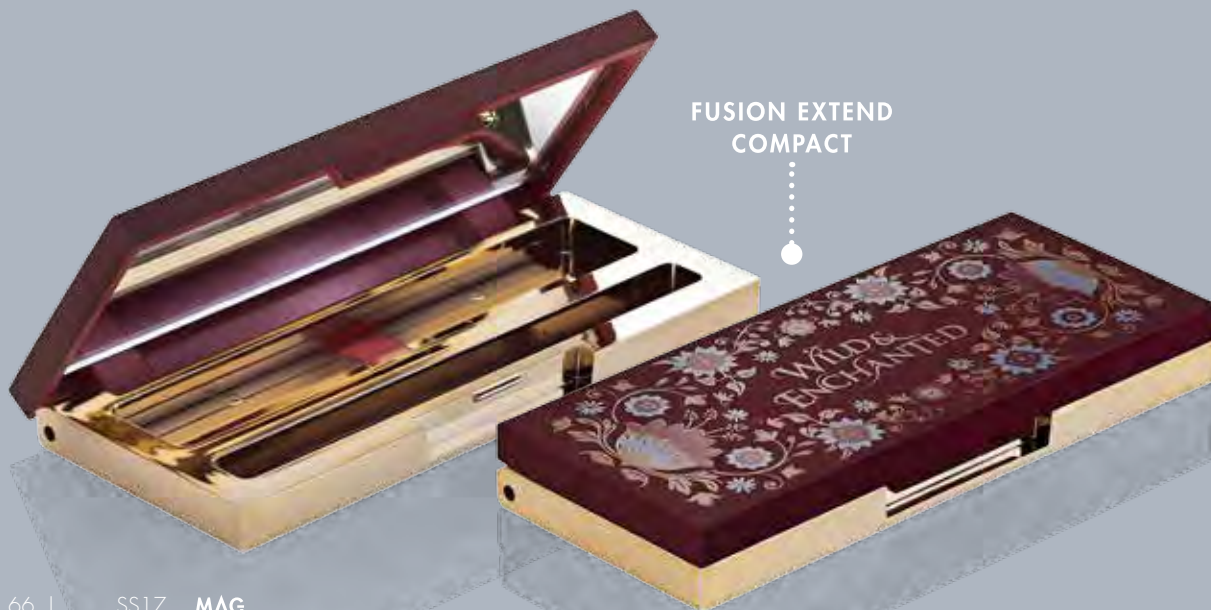
THE DRAMATIC ARCHED BROW

This brow shape originated back in Ancient Egyptian times, with women sporting defined arches darkened by mineral powders. Flattering for most face shapes, it has remained an iconic eyebrow look throughout the ages. The look is created by tweezing the perfect arch, then enhancing the shape by tracing and shading the brow. Depending on the occasion, eyebrows can be kept lighter and understated or darkened for a more dramatic look. Ideal for multi-shade products, HCP's Fusion Square Kit is constructed with a two piece design and a single piece lid. The hinges are steel pinned and the closure system has an ergonomic finger recess. With the option of a two-well vac form insert to hold several shades of formula and an applicator recess for two sizes of brushes plus a set of mini tweezers, this is the ultimate eyebrow kit. Moulded in opaque or transparent PS materials, the compact can be supplied with or without a mirror in the lid.

FUSION
SQUARE KIT



FUSION EXTEND
COMPACT



FUN FACTS ABOUT EYEBROWS:

Eyebrows grow more in the summer.

The Mona Lisa painting does not have eyebrows.

The average lifespan of an eyebrow hair is 4 months.

Unibrows were once seen as a sign of intelligence in some cultures.

MINI BROW



THE STRAIGHT BROW

With South Korea cementing itself at the forefront of beauty, it was only a matter of time before distinctly defined, straight brows became a must have. 'Boy brows', as they are better known in the Western world, are also considered to be an age-defying look, transcending back to a more natural shape seen during adolescence.

HCP's Fusion Extend Compact is a slim, rectangular compact moulded in ABS/SAN and contains two recesses in the base: one for product and the other to hold an expert brush, which can also be sourced from HCP. Perfect for eyebrow enhancing, the case comes with a full size, panoramic mirror to aid precision application. The case can also be supplied without a mirror, allowing a transparent lid to showcase the product within. To complete the look, consider a natural gel contained in HCP's Mini Brow with a twisted wire brush to simultaneously apply product and groom.

BOUNCY RED GINSENG ESSENCE BEAUTY CREAM

The **Marie Dalgard** brand was founded by Cui Xiaohong, a leader in artistic make-up in China, who's goal is to help Chinese women find their own unique beauty.

The **Marie Dalgard Bouncy Red Ginseng Essence Beauty Cream** is presented in an innovative air cushion jar, developed by HCP, with a flexible NBR membrane that mimics the softness and suppleness of real skin. The membrane not only protects the formula from bacteria but has 286 fine holes which ensures even product release, ideal for liquid foundations. The product is accompanied by a unique 'mushroom' shaped ultra-fine microporous sponge applicator so that product can be applied with a very light touch while retaining excellent, long lasting coverage - just like a second layer of skin! The foundation is launched in four shades for the Chinese market.

The double walled jar has a black moulded ABS outer cap with a recess holding a printed and embossed aluminium top-plate. The black moulded ABS outer jar is combined with a PP inner jar, PP inner neck and rubber membrane sifter and outer neck.



LIFT & LUMINATE TRIPLE ACTION DAY & NIGHT CREAM

Formulated by Boots No7, leaders in anti-aging skincare, the **Lift and Luminate Triple Action Night and Day Creams** are supercharged with technology from their clinically proven Triple Action Serum to target three key signs of aging in older skin. Wrinkles are visibly reduced, skin appears lifted and noticeably firmer while skin tone is more even.

The brand recommends using the creams every evening and morning, massaging in small upward circles over face and neck, after applying Lift and Luminate Triple Action Serum.

For the **Lift and Luminate Triple Action Day Cream** the custom 50ml pack has a clear PETG outer jar with a white pearl inner jar. The No7 logo is a gunmetal hot stamp logo while a second silver hot stamp shows the product name reversed out. A one pass black screen print has also been added to the front and back of pack. The outer ABS custom cap is metallised in gunmetal grey while the inner cap is colour matched PP in blue. The **Lift and Luminate Triple Action Night Cream** is differentiated by the colour matched PP inner jar in blue.



HELENA RUBINSTEIN

PRODIGY REVERSIS | THE DEWY ESSENCE

HCP are pleased to be able to give an exclusive preview of the 'Dewy Essence' from Helena Rubinstein; a Global Skin Ageing Antidote from their PRODIGY REVERSIS range of skincare products, an evolution of their PRODIGY range established fifteen years ago. Developed by Helena Rubinstein's laboratories and inspired by senescence, a field of research with two Nobel Prizes under its belt, the new products are formulated to combat the effect of time on the skin. 2016 saw the launch of the PRODIGY REVERSIS range, ushering in a new era for the brand's anti-aging product formulation.

Inspired by the edelweiss at mountain summits, the PRODIGY REVERSIS products contain leontopodic acid which is the main active ingredient of edelweiss extract and the key to its incredible resistance to the elements. Edelweiss extract is paired with the incredible power of edelweiss stem cells, which stimulate skin self-regeneration, helping fight against all signs of aging: wrinkles are reduced, the skin appears firmer, more radiant and visibly younger.

The latest addition to the range is 'The Dewy Essence', a product that is packaged in a grey smoked PET 50ml custom bottle, ideal for liquid formulas. The extremely high-end product is formulated in L'Oréal's exclusive facilities in Japan. The bottle has a gold PP masterbatch flip-top cap and minimalist monochrome screen print branding for a luxurious look.





L'ORÉAL GARNIER

MICELLAR RANGE

HCP are proud to supply two bottles to L'Oréal Garnier for their Micellar Cleansing Water range; the Micellar Cleansing Water products are presented in 125ml and generous 400ml PET HCP custom blow moulded bottles with printed labels. The flip-top caps are semi-transparent colour injection moulded for easy one-handed dispensing.





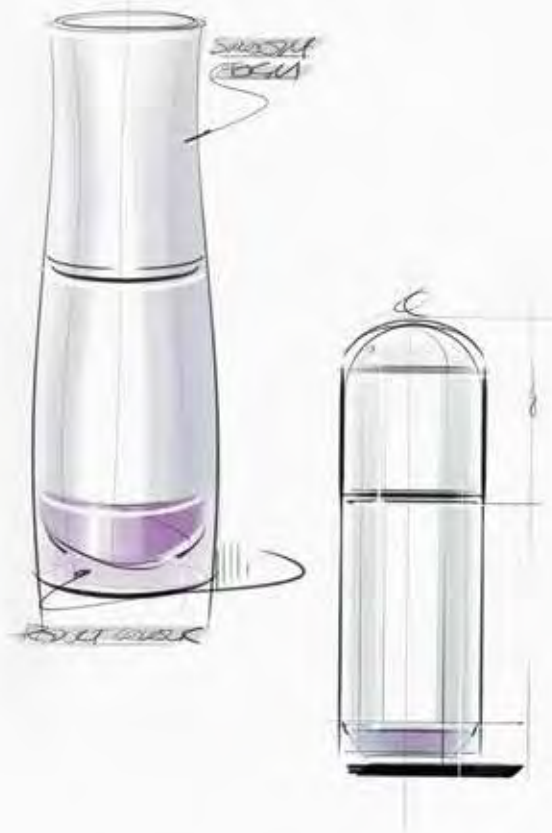
HCP DESIGN

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

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.

The combined knowledge and experience of the design team ensures an excellent balance of creativity and commercial awareness. In depth understanding of the engineering limitations involved in packaging design means our creative process is efficient, with effective realisation always at the top of the agenda.

To find out more about HCP's custom pack design services, get in touch with your local HCP representative.





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POWERFUL, EXCESSIVE & BOLD

FEVER

SPRING SUMMER 18
TRENDS

FEMALE WARRIORS

AFRICAN INFLUENCES

POWERFUL, EXCESSIVE & BOLD

OVERT EMBELLISHMENT & COLOUR CLASHES

NEW STANDARDS OF BEAUTY



JEWELS & SNAKESKIN

MATT VS GLOSS VS METALLIC

OVERSIZED BLOCKY TYPOGRAPHY

SURREAL MONTAGE ARTWORK WITH A TRIBAL TWIST

ABUNDANT FLORA, FAUNA & EXOTIC ANIMALS



FLUID, SHIMMERING & MOLTEN

Crystal
SKIES

SPRING SUMMER 18
TRENDS

PASTEL DREAMSCAPES

BLENDED SUNSET TONES

ESCAPE TO THE WONDERLAND OF THE IMAGINATION

CLOUDS, CRYSTALS, MOLTEN METALLICS

PALE HOLOGRAPHIC & IRIDESCCENT FINISHES



FLUID & SHIMMERING

PASTEL TONES UNDERPINNED BY BLACK

SOFT COLOUR BLENDS & LIQUID EFFECTS

DREAMLIKE ARTWORK WITH A MYSTICAL TWIST

COLOUR COSMETICS LOOKS WITH AN 'OTHER-WORLDLY' FEEL



EXQUISITE, IMPERFECT & HONEST

SERENITY

SPRING SUMMER 18
TRENDS

PURE & HONEST

JAPANESE APPROACH TO DESIGN

IKI - EXQUISITE YET IMPERFECT & UNCOMPLICATED

SIMPLIFIED GRAPHIC LEAVES

BLENDING TRADITIONAL JAPANESE CRAFTS
WITH A HIGHLY CONTEMPORARY AESTHETIC



NEUTRALS WITH RED ACCENTS

MINIMALIST TYPOGRAPHY

SOPHISTICATED YET NATURAL FINISHES

INTRICATE GEOMETRIC LASER CUT DESIGNS

MATT & SOFT TOUCH, MONOCHROME SPLATTER EFFECTS



CLASSIC, CHIC & LUXURIOUS

Jetset

SPRING SUMMER 18
TRENDS

JETSET LUXURY

EVOKES THE HEYDAY OF RESORT FASHION

CLASSIC & CHIC PACKAGING

FLAT COLOUR & STYLISED ILLUSTRATION

STYLE ICONS SUCH AS JACKIE O & BRIDGET BARDOT



SUMMER CHIC

BOLD PRIMARY COLOURS, NAVY & WHITE

A VINTAGE 60S FEEL

WIDE STRIPES & TRAVEL THEMES

MATT & SOFT TOUCH FINISHES, YELLOW GOLD

TRENDS FOCUS

FUSION GLASS ULTRA WITH DIAMOND TOP-PLATE

The Fusion Glass Ultra is a thick walled, contemporary pack offering great versatility for decoration. In Fever, the pack features a tinted rod in emerald for an eye-catching surprise when opening the pack. This item also demonstrates how the separate parts can be transparent or opaque and screen printed or hot foil stamped.



.....FUSION SLIM WAND

This brand new stock item features a heat transfer design to the bottle - a great way to show full colour photographic artwork on a cylindrical tall pack. The Fusion Slim Wand can be used across many product categories including lips, concealer, highlighter, contouring or colour correction. The elongated shape enhances dexterity during application.



FUSION GLASS ULTRA

For our trend Crystal Skies, the Fusion Glass Ultra features a highly detailed design achieved through metallising the bottle and then removing the finish in a geometric pattern by laser. This incredibly accurate technique is not only eye-catching, but allows for shade ID as the blank areas show through to the formula.



FUSION ROUND DEEP

PRESSED POWDER COMPACT

This dreamy top-plate decoration has been achieved with a combination of printed artwork, clear and shimmering gold gel. Each pack is completely unique as the gold gel is swirled into the recess by hand.





RADII SQUARE PRESSED POWDER COMPACT

HCP's Radii Square stock range allows for frequent innovations in compact top-plate decoration. In the Serenity trend, this pack features a textured material with an intricate laser cut and engraved design combined with a red satin underlay, giving a pop of colour to the cut out details. On the soft touch base is a new finish - 'Ink Splatter Decoration', reminiscent of the fluidity of ink.

ASTRA TOTTLE

This HCP stock pack has been revitalised with an innovative new technique: 'Drizzle Decoration'. This finish applied to the cap adds a shiny and random texture that is unique every time. The Astra Tottle is available in 30ml and 50ml sizes.



RADII SQUARE LIP GLOSS

Featuring the new HCP stock Peanut Applicator, suitable for a 13mm diameter neck pack and ideal across product categories such as lipgloss, concealer or highlighter. The applicator hugs the lip shape with its soft, cinched profile and can be moulded in various TPU material grades to provide different levels of flexibility.

RADII SQUARE DOMED EYE SHADOW

This solo eye compact is ideal for limited edition, gift or travel sized ranges while larger versions are also available in the Radii Square stock range. The recess and shiny clear dome allows for vivid artwork to be applied - in this case a heat transfer with gold foil to the back of the dome to show off the illustrated design.





Fusion SLIM WAND



THE **FUSION SLIM WAND** IS A SLEEK & VERSATILE NEW HCP STOCK PACK, SUITABLE FOR LIPSTICK, HIGHLIGHTER, CONTOURING, CONCEALER & ANY OTHER TWIST-UP STICK PRODUCTS.

The longer base profile enables precise & comfortable application, with a slimstick 8.6mm cup. The pack offers a wide range of decoration possibilities such as metallisation, spray coating, screen printing, foiling or heat transfer labelling.

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