



# Herbal Skincare Line

by *Tony & Tina Vibrational Remedies*

**F**or Anthony Gill and Cristina Bornstein, founders of the Tony&Tina Vibrational Remedies beauty brand, selling products has never been just about business. Both started the brand to promote a message they believe in highly—a concept called Colortherapy.

At the core of Colortherapy is the belief that the body contains chakras, or energy centers, that vibrate at different frequencies. The chakras are responsible for a person's physical, mental, emotional, and spiritual health. When the chakras become weak and imbalanced, color can be used to heal and strengthen them, restoring the body. Bornstein and Gill are both Reiki masters who practice healing through Colortherapy.

"When we started our company, our idea was to use the beauty industry to promote an understanding of Colortherapy," says Gill.

At the beginning of 2004, the brand launched its first 15-SKU skincare line. Gill says the packaging for the skincare line took six years to develop. The entire line is sourced from stock. "We didn't have the budget for custom molding," says Gill. "I also think there's so much stock out there that if you can't get a line together out of stock, then you're not very inventive."

The suppliers chosen include Cosmetics, which provided the Herbal Skin Refiners' silver bottles, white pumps, and clear overcaps. The white Herbal Toner bottle and silver cap were provided by 3C Inc.



(Hawthorne, NJ). Airspray International Inc. (Pompano Beach, FL) supplied the Herbal Foaming Cleanser dispenser. Korean supplier Joycos provided the silver Herbal Eye and Skin Serum bottles, while Yon Woo, also in South Korea, supplied the Herbal Cream Cleanser and Makeup Remover bottles. The Herbal Face Mist dispenser is from World Wide Packaging (Florham Park, NJ), while the plastic-encased silver jars for the Herbal Face Cream, Moisturizing Mask, Daily Face Scrub, and Purifying Mask are from Cospack America Corp. (Edison, NJ). A similar jar in a larger size from Bottlemate (Commerce, CA) was used for the AHA/BHA Fruit and Nut Acid Peel pads.

Packaging has always been a medium for the brand to communicate aspects of Colortherapy. "We use chrome components across the board for all our products because silver contains a feminine energy that draws positive energy to whatever it's surrounding," says Gill.

With the Herbal skincare line, the brand started using color in a more bold and specific way. All of the

skincare package labels feature a color that corresponds with each product's star herbal ingredient.

The colorful labels give the minimalist packages a visual pop. "Customers often look first at the logos and colors before they look at a container's shape," says Gill. Awards panelist Linda Treska, product development manager for Vincent Longo, says, "I like the concept of the colors corresponding with the ingredients. The packaging is consistent, looks modern, and is true to the brand."

"You can tell the packages are stock, but the labels are so colorful they add personality," adds panelist Essie Weingarten, president of Essie Cosmetics. "This shows any company just starting out that all you have to have is a little imagination. You can use stock packaging and use a vibrantly silk-screened label to make them your own."

In April, Tony&Tina announced the closing of the company. The brand's first and last skincare line serves as a reminder of the great packaging and products consistently put forth by the brand.

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# John Varvatos SKIN

by Zirh International



Fashion designer John Varvatos is known for his menswear collections, which have often been described as modern and elegant. He uses classic and casual shapes with luxurious fabrics. The same could be said about the packaging for his men's skincare line called SKIN. Although basic shapes were chosen for jars and bottles, they are "dressed" in unique materials.

"I always thought about launching a skincare line, right from the start," says Varvatos. "No one has ever done men's products in an upscale way." Varvatos partnered with Zirh International in order to launch the line. Besides shave gel and cleanser, the line consists of advanced formulations, such as Pore Refining Mattifier and Multi Vitamin Serum. There is even a concealer in a stick package. Panelist Chad Lavigne, president of design firm Chad Lavigne LLC, says, "It is so refreshing to see a men's skincare line that doesn't look clinical."

Varvatos wanted the packaging to look luxurious, but he stresses, "We were also thinking about form and function." The line was designed by Doug Lloyd, under Varvatos's direction. Lloyd worked with Zorbit Resources (New York City) to execute the design right through to the production phase. The bottles and jars have the look of glass, but are much more bathroom-friendly in heavy-walled PETG and PETE. Panelist Wende Zomnir, executive creative director of Urban Decay and Hard Candy Cosmetics, says, "I

was blown away when I saw how clear the jar is and how much it resembles glass."

All of the parts were injection-blow-molded in Zorbit's factories in Asia using open-market PET. This is not commonly done, since the process requires specific machinery and advanced technical ability to achieve wall thicknesses over 2 mm, according to Zorbit's Sean Brosmith, vice president of product development, and Tom Butkiewicz, president. Hitting the right shade of green on the jar took almost three months.

The jars and bottles are encapsulated in a material that feels like rubber. "The products have a great sound when you put them down. We wanted them to look and feel tactile like the clothing line," says Varvatos. The material is a thermoplastic elastomer (TPE) sleeve that was friction fit onto the packages. Butkiewicz explains, "A very special texture had to be devised in the cavity portion of the mold for each primary container. This ensured that the exterior finish of each container, in the area under the sleeve, would allow for a perfect fit of the sleeve. It also ensured that minimal amounts of air would be trapped between the sleeve and primary component

during the assembly process."

Next, the decoration was a challenge. "It is difficult to print on TPE because normal ink would crack. We had to formulate special elastomeric inks that would move with the material," adds Brosmith. Panelists Gary Korba, COO of MG New York, and George Kress, Estée Lauder's vice president of corporate package innovation, both agree that production must have been challenging. "The mix of materials is very interesting. Technically, this execution is very difficult," says Kress. Korba adds that the TPE material is also useful because "it allows the packages to be gripped with wet hands."

The brand name, silk-screened in silver along with the silver band around the neck of the packages, adds a modern element and relates back to its technology-driven formulas. "I spent a lot of time in the laboratory, and I was inspired by the look of the stainless-steel lab tables," says Varvatos. The silver band is extruded aluminum. It is friction fit onto the packages during the assembly process.

The caps are produced in a compression mold from urea plastic. The resin is naturally warm to the touch and very dense. The outer cartons are pale dusty green with a matte finish, topped with a unique silver lid. Zorbit Resources used a Mylar film laminated to a standard solid-bleached-sulfate board to achieve the look of chrome. Panelist Lavigne calls the cartons' look "exquisite."

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# KenzoKi Skincare Line

*by Kenzo Parfums*

**K**enzoKi is the exceptional first skincare line by Kenzo Parfums (Paris). The line's bottles and jars merge angled planes with soft contours. According to Kenzo, this juxtaposition was meant to communicate KenzoKi's two main themes—nature and the Asian philosophy of Ki.

The first theme, nature, is reflected in both the product formulations and the packaging, which was designed by Fabien Baron. Each product is derived from the water of an Asian plant that, according to Kenzo, inspires a specific mood. To communicate that the products are plant-derived, the KenzoKi line includes bottles reminiscent of bamboo stalks. Rounded in shape, the bottles feature an angled flat panel that is colorful and glossy against the bottles' serenely matte white finish. This contrast between soft and angled contours speaks to KenzoKi's second theme, which is based on the philosophy of Ki. "The concept of Ki involves finding the ideal balance between energy and zen," says Audrey Caulonque, senior product manager for KenzoKi and Kenzo Parfums (Paris). "This is why the KenzoKi packages are based on contrasts: dynamic lines for energy, and ultra-soft curves for serenity. What we wanted for the bottles was a long



shape that brought energy, but that also had a rounded back with softness and sensuality." Panelist Linda Treska, product development manager for Vincent Longo Cosmetics, says, "The bottles feel Japanese, clean, and very modern. Everything looks very chic."

Alcan Packaging Techpack (Plouhinec France) supplied the 50-, 100-, and 250-ml bamboo-shaped bottles. The 50- and 100-ml bottles were injection molded from PCTA and finished with a soft polyurethane varnish. The 250-ml bottles were made from a blend of coextruded polypropylene/Adflex. Alcan Packaging Techpack also supplied KenzoKi's white, thick-walled PCTA jars. The jars have the same rounded contours and the soft polyurethane varnish of the bottles. Also, the tops of the jar caps feature the same shiny, colorful panel that is on the bottles.

To achieve the glossy panel on the bottles and the jar caps, Alcan Packaging Techpack employed both silk-screening and pad printing. Numerous printing runs were required to apply the color and the varnish, as well as the text and the logos. "The jars and the 50- and 100-ml bottles required no fewer than 10 successive print runs, using three decorating techniques," says Chantal Richard, marketing

manager, fragrance and skincare, for Alcan Packaging Techpack.

In addition to its bottles and jars, the KenzoKi line includes such stylish packages as: unit-dose blisters molded by Socoplan/Flexpaq (Thouars, France) that hold perfumed ice cubes for the body; a polypropylene stick package supplied by Alcan Packaging Techpack for a body-cooling Chilly Joy Stick for Sensitive Spots; and unit-dose sachets for the Relaxing White Lotus Milk Powder.

Each product's secondary carton features an X-ray image of a plant to convey that plant extracts are



at the core of the products, says Caulonque. The cartons are supplied by Nortier.

Collectively, the KenzoKi packages simultaneously evoke a feeling of zen and high-end luxury. Panelist Essie Weingarten, founder of Essie Cosmetics, says, "The whole concept was very well put together." Panelist Gary Korba, COO of MG New York, says, "These skincare packages are really an exceptional execution of design. It sets a benchmark for the industry from both a technical and a visual standpoint."



# O'Keeffe's Working Hands, Working Feet Skin Creams

by O'Keeffe's Co.

O'Keeffe's is not your typical personal care company.

For one thing, customers are more likely to find the brand's semisolid skin creams, Working Hands and Working Feet, retailed in their local hardware store than in a beauty product store. This is because the products were developed specifically for working professionals—plumbers, builders, electricians, farmers, gardeners, doctors, and nurses—whose jobs can take a toll on their skin.

The products and their packaging were developed by Tara O'Keeffe, founder of O'Keeffe's Co. (Sisters, OR). O'Keeffe began her career as a pharmacist. "As a practicing pharmacist, I was aware of every OTC and Rx product available and found none effective for the dried, cracked, and split skin that millions of working people experience daily," she says. O'Keeffe was also inspired when she took note of the cracked, split skin of her father, who worked as a rancher.

In 2004, O'Keeffe redesigned the jar for Working Hands and Working Feet. Originally, the products were housed in standard, white, silk-screened jars. O'Keeffe personally custom designed the new low-profile, wide-mouth polypropylene jar, which was supplied by distributor Container & Packaging Supply Inc. (Eagle, ID). "Tara had all of the



creative ideas behind the jar," says Jim McCauley, president of Container & Packaging Supply. He adds that Gregg Fisher, a Container & Packaging Supply account executive, was instrumental in coordinating the jar's production.

The most standout feature is a rubber grip that rims the jar lid. "The rubber grip was a particularly important feature to Tara because her customers were, as she described them, working people who would be using the container in a variety of conditions," says McCauley. "Some would be using the jar with wet or even greasy hands, and they would need to be able to get a good grip on the lid in order to open the jar."

Regarding production, McCauley says, "The grip was a little difficult to produce because the lid is molded first, and it has to dry and harden. Then the rubberized grip is injection blown onto the lid in a separate step prior to decorating."

To make the jar even easier to use, O'Keeffe custom designed the thread on the jar's neck so that the lid could be screwed off quickly with a mere quarter turn. Customers short on time can even snap the lid onto the jar instead of screwing it

on. "I specifically sought plastic for the thread that would be flexible enough to accommodate this," she says.

The jars are sold in national home-improvement chain stores,

as well as in national food stores and drugstores. To make sure that the products would stand out, O'Keeffe chose bright colors of green and blue for the jars. "In the hardware industry, high-visibility packaging is very important," says O'Keeffe. "For instance, tape measures are now being made in fluorescent colors like green and orange." Panelist Deborah Fine, CEO of Victoria's Secret's Pink brand, adds, "I thought that this package was a fantastic execution that reflects the rugged needs of chapped hands in a masculine way. The color also makes it appeal to a woman as well."

O'Keeffe also designed a foil insert that gives the jar's lid a holographic sheen. "I like that the insert creates an interesting three-dimensional effect on the top of the lid," says panelist George Kress, vice president of corporate packaging innovation for Estée Lauder.

Following their 2004 debut at the National Hardware Show in Las Vegas, the products are gaining attention across all markets. "I got completely sucked in by the line's marketing story," says panelist Chad Lavigne, president of design firm Chad Lavigne LLC. "I loved it."



# Smoothies, Cuticle Pen, and Crystal File

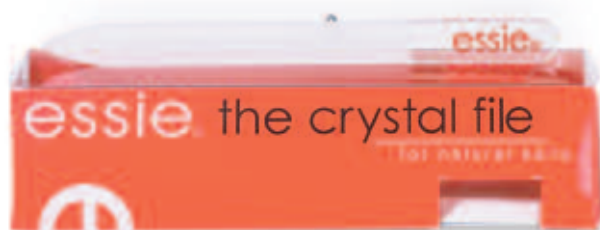
by *Essie Cosmetics*

**T**he Essie brand has always been

known for fashionable nail polish colors with unusual names, packaged in her signature square bottle. Last year, Essie Cosmetics launched the Cuticle Pen and Crystal File. The brand also expanded beyond the nail category with a collection of hand and body lotions, appropriately named Smoothies.

Besides conveying the product's purpose and benefit, its name links the product to a popular beverage. The lotions contain fresh, fruity scents in six different blends such as Blueberry & Banana and Coconut & Pineapple. They might easily inspire thoughts of a favorite drink. And, exchanging calories for smooth skin is undoubtedly very appealing to many women.

The concept of the line needed to be conveyed through the packages. Essie Weingarten, president of Essie Cosmetics, first had the idea of designing the bottle as a drinking cup with a straw for the dispenser. But, she explains, "We realized this wasn't going to work. I went to the grocery store and came back to my office with many different kinds of yogurts and drinks to use as inspiration." Borrowing a few elements from many different types of packages she found at the store, Weingarten decided on the curvy bottle shape. The Smoothies collection consists of a slender, curved 8-oz



bottle with a pump dispenser and a 2-oz portable bottle with a flip-top cap.

The bottle shapes make the line memorable and reinforce the idea of a Smoothie beverage. Panelist Linda Treska, product development manager for Vincent Longo Cosmetics, says, "I love the Smoothie concept. It's like the ultimate pick-me-up product."

The bottles are a blend of high- and low-density polyethylene, and the shrink sleeves are printed with vibrantly colored graphics. Weingarten comments, "Applying the shrink sleeve was more difficult than we ever thought it would be. There is a colored stripe around the top, so the sleeve had to be applied perfectly in order for it to line up correctly." In some retail outlets, the Smoothies collection is displayed in a custom-made metal crate with a handle, resembling an old-fashioned milk carrier. "Everything ended up looking exactly like we wanted it to, which made the process all worthwhile," Weingarten adds.



For Essie's nail accessories collection, it is the outer cartons that customers may notice first. Weingarten explains, "The colors on the cartons had to be very sharp and clean, and they had to coordinate with the product inside. Even pastel shades have to jump out on a shelf."

The diamond-shaped cartons for both the Cuticle Pen and Crystal File have die-cut windows featuring the product inside. The Cuticle Pen is paired with a paperboard carton with a glossy UV finish and yellow graphics. The yellow pen twists up to dispense the product through a brush on the end. Treska says, "Packaging this formula in a pen is a brilliant idea. It is easy to twist up, and it has a nice brush applicator." The Crystal File is tucked snugly inside its own clear protective travel case, and then is placed in the outer carton, which is clear PVC with red graphics.

Treska adds, "The colors of all the packages are striking—and have a lot to do with how much the products get noticed in stores." This might be one of Weingarten's secrets to success—always understanding the direct link between packaging and presentation at the retail level.