

# 10 Years in Packaging

In celebration of *CPC Packaging's* 10th anniversary, we take a look at some of the cosmetic and personal care packaging milestones of the past decade. We hope that reflecting on how far the industry has come spurs more innovation for the next 10 years.

1998

## AN INNOVATIVE METAL TUBE

L'Oréal's Lancôme division launches Vitabolic skin cream. Vitabolic is one of the first skin care products to lead the trend toward more-advanced skin care formulations that contain high concentrations of active ingredients and that need more-sophisticated packaging. The product is packaged in a metal tube that is manufactured by Montebello Packaging, with a cap assembly that is supplied by Crown Risdon.

## THE POPULARITY OF THE PEN

Cosmopak is the first U.S. supplier to mass-produce tooling for cosmetic pens. (The technology for manufacturing pens had existed in Asia since approximately 1988, but until 1998, it had been too cost-prohibitive to bring to the United States.) Soon after Cosmopak's development, Stila's Lip Glaze launches. It is packaged in a flow-through pen with a brush-tip applicator. In a few years, other companies will follow suit by using a pen package for a wide variety of products, including cream eye shadows, liners, and concealers.

