

## DESIGN & MARKET PERFORMANCE AWARDS

# Best Cosmetics & Toiletries Design

## Beauty is more than skin deep

### Gold

**Name:** Nude Brands

**Entrants:** Quadpack (and Mailway Packaging Solutions)

**Designer:** Pearlfisher

**User:** Nude Skincare

“These beautifully effective and minimal packs reflect the natural beauty product”

- judges' comment



The design and development incorporates beauty, creativity and technical expertise for a range of natural beauty products from Nude Skincare.

The blowmoulded bottles, injection moulded jars and tubes come from Quadpack which worked closely with Pearlfisher to produce the packs. To promote the new line of products Quadpack also developed two sizes of mini-elliptical PE tubes in 1.5ml and 3ml capacities. The PLA sleeves made from biodegradable starch applied by Mailway Packaging Solutions.

The sleeves are applied by hand and shrunk by steam using carefully controlled temperature and pressure settings. Nude are working to make all packaging biodegradable or to use a high recycled content.

See also Winner of Gold Star with Mailway Packaging Solutions - Best Brand Design - sponsored by Emballage

### Bronze



**Name:**

Veet In-Shower Hair Removal Cream Tottle

**Entrant/user:**

Reckitt Benckiser

**Packaging**

**manufacturer:**

Rosinski i S-ka



**Name:** FCUK MEN 2008

**Entrant:** The Boots Company

**Packaging manufacturer:** M&H Plastics

**User:** French Connection UK