

UPDATE *Fragrance & Cosmetics*



Welcome



The fascination of unique flacons and jars is a consistently nurtured specialism in the portfolio of our company. Gerresheimer is well known as a company which enables solutions for the pharma and healthcare industry. But since health and well-being are so close we use our expertise in pharmaceuticals packaging to offer a wide range of high quality and innovative glass and plastic packaging for cosmetics as well. Like the Group as a whole our cosmetics sector has globalized and developed more and more strongly over recent years: no longer just in Europe but also in America and China, specific production plants work for the existing and emerging markets of beauty.

This special cosmetic edition of our customer newsletter UPDATE is dedicated to our glass news this autumn, right in time for Luxepack in Monaco and it provides insights into beautiful new design effects and multifaceted marketing impulses.

I hope you enjoy reading our UPDATE cosmetics special and look forward to your feedback.

Jens Kuerten
 Director Corporate Communication & Marketing Gerresheimer AG

Masstige fragrance news

Its constant innovations in the packaging market have made the Gerresheimer Group one of the most important partners for the perfumery and cosmetics industry worldwide. With extravagantly styled flacons, jars and bottles accompanied by comprehensive service the Gerresheimer Group serves the cosmetic customer around the globe. In the discerning masstige segment Gerresheimer has now further extended its good position.

This newsletter presents a line-up of the latest Gerresheimer developments in glass and emphasizes the Group's comprehensive possibilities for forming and refinement.

Columbian pop singer Shakira has launched the new fragrance "S by Shakira" which she developed in close collaboration with Puig Cosmetics. The elegant yet simple bottle in transparent glass has a silky, luminous gold surface that emphasizes the fragrance's oriental essence. It has a shimmering gold sprayer top adorned with a little pendant-like gold coin featuring an embossed "S". A radial base adds further appeal and enhances the bottle's overall appearance.

Super model Naomi Campbell has complemented her line of successful fragrances with "Naomi", a fruity sparkling fragrance in a tall, slim bottle with stunning sparkle details. A special screen printing method was used to

make the bottle look as if it has been adorned with silver sequins. This enhances the external appeal of the Procter & Gamble fragrance and evokes associations with the glamorous model's elegant silhouette.

Christina Aguilera's new fragrance was also developed in collaboration with Procter & Gamble. "Royal Desire" is presented in a curvaceous bottle with feminine contours and delicate black lace details that mirror the fragrance's fruity, sensuous and warm scent. The elegant bottle's neck features a silver colored heart, fan or lily charm.



Gerresheimer produced a fancy yet sophisticated bottle for the women's fragrance, "Playboy" by Coty. It is designed in the hallmark shape of a bunny with a shiny black bunny-ear closure and the typical black bow tie. The clear glass bottle boasts a stunning sparkling dot created with glitter particles in a screen printing process.

On a different note altogether, designer Michel Germain's fragrance exudes pure elegance. "Deauville" is a composition of lavender, sage and white thyme that is evocative of a fresh sea breeze. The asymmetrical glass bottle, designed as a harmonious ocean wave topped with a shiny silver closure, pays homage to the prestigious French coastal resort of the same name.

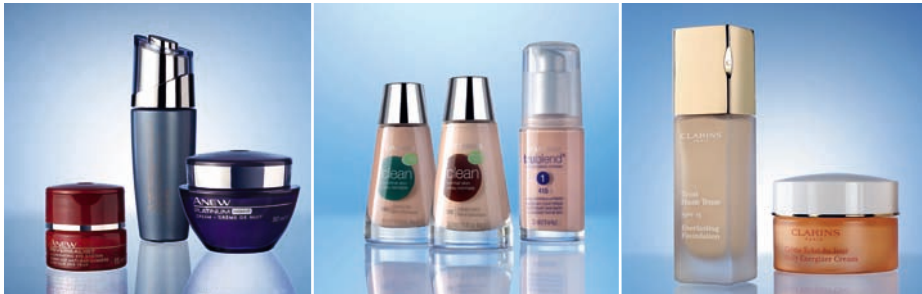
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Avon's floral fragrance, "Today Tomorrow Always Diamond", comes in a rectangular prism bottle with rounded edges extending down to the base. The shimmering blue spray finish of the bottle, which appears to be set with diamonds,

has been engraved to create fracture effects. At the top, the closure is reminiscent of a sparkling uncut diamond.

"Hervé Léger's" men's fragrance was also developed in partnership with Avon. The lines around the bottle capture the iconic shape of the

quintessential Hervé Léger "bandage" dress. They are composed of a five-strand glass band wrapped around the rectangular bottle with a shiny black screen printed label integrated at the front. The atomizer topping this spicy men's fragrance is covered by a shiny black cap.



New cosmetic products

Variations on shape and color

Gerresheimer is also a leader in the market for cosmetic jars and lotion bottles, offering an impressive range of product designs (round, oval, square, cylindrical, conical) and finishing options (matte, color sprayed, printed, embossed).

"TRUblend" liquid make-up. The foundation gives the skin a naturally flawless appearance which is reflected in its simple packaging. The slim, oval bottle with a partially mat plastic lid over the dispenser reflects the unpretentious character of this award-winning product.

Lancôme's Génifique, a youth activating concentrate, is a perfect example of a black color spray finish on an elegant glass flacon. The spray finish extends from the transparent base to the shoulder, gradually darkening as it rises. A long, shiny silver closure further enhances the bottle's elegant appeal.



A special spray technique was used to create the fresh and distinctive colors on the surface of the jars and flacons containing Clarins skin care products and Avon's Anew line. The contrasting silver caps and printing on the red, purple and blue Avon bottles give them beautiful luminosity. On the Clarins product packaging, white, red and gold printing or closures provide the contrast to the orange and apricot of the jars.

Gerresheimer also produced the glass flacon for US cosmetic label Covergirl's

High Capacity Color Spraying Line

In 2009 Gerresheimer Momignies installed a brand new spraying line with an annual production capacity of 25 million pieces. This environment-friendly technology exclusively uses water-based paints. A water wash to entrap all paint overspray and additional filters complete the system's eco-friendly range of features.

The new spraying line's two separate cabins can use up to four different colors simultaneously, allowing multiple and flexible color techniques such as color gradation, varnishes on aluminum paint or multiple color finishes. It can implement a comprehensive range of spraying techniques with translucent, opaque and special finishes with haptic qualities (rubbery or soft touch), plus a variety of visual effects created with aluminum or pearl paints.



Visit Gerresheimer at ...

Luxe Pack, Monte Carlo, Monaco
October 20 – 22, 2010

Cosmoprof Asia, Hong Kong, China
November 10 – 12, 2010

Cosmopack, Bologna, Italy
March 18 – 21, 2011

Luxe Pack Shanghai, Shanghai, China
March 29 – 30, 2011

Luxe Pack New York, New York, USA
May 18 – 19, 2011

Beautyworld ME, Dubai, UAE
May 24 – 26, 2011

Gerresheimer Moulded Glass Cosmetics

Four cosmetic plants in Europe

- Gerresheimer Tettau (Germany)
- Gerresheimer Momignies (Belgium)
- Gerresheimer Lohr (Germany)
- Gerresheimer Essen (Germany)

Technical features

- Glass colors: flint, amber, opal in the furnace; several lines for feeder coloration
- Glass machines: single, double and triple bob
- Production process: 1-step pressing (jars), press/blow (jars), blow/blow (bottles)
- Flexibility within the Group: all molds/machines have the same standard
- Experts in customized mold development (in-house mold shops)
- All plants are ISO certified; production according to HACCP standards optional
- Fire polishing

Refinement

- Multicolor screen printing (organic, ceramic and UV inks)
- Tampon printing (also on the bottle base)
- Color spraying (also multi color)
- Acid etching
- Hot stamping
- Neck finish sealing (thermosealing)

With this in-house technology, Gerresheimer covers the most requested technologies from mass to selective, as well as all product ranges (color cosmetic, skin care and fragrance). The wide range of internal refinement possibilities is completed by a vast network of partners for subcontracted operations who are fully integrated in our supply chain and quality processes.

Please send your feedback to: j.kuerten@gerresheimer.com or info-cosmetics@gerresheimer.com

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