

WorldStar 2015

Health & Beauty

Entry Name: ARMAND BASI
Entry Number: 0251/HB
Company: TECHNOTRAF WOOD PACKAGING
Country: Spain
National Competition: Spain, Liderpack
Website: N/A
Email: alba.carandell@quadpack.com

Architecture and nature in harmony. Wild Forest reflects the perfect balance between the urban cityscape and the natural environment. The packaging places a glass bottle within a wooden container crafted from a single, solid block of ash, complemented by a matching ash cap .

The bespoke design is quite spectacular and sets the product apart from its peers. Created by renowned design studio Estudi Arola, the fragrance bottle has a rectangular shape, with a vertical column that juts out along the left-hand edge on the front face.



Entry Name: ARMAND BASI WILD FOREST
Entry Number: 0252/HB
Company: GARROFÉ BRAND&PACK
Country: Spain
National Competition: Spain, Liderpack
Website: <http://www.garrofe.com>
Email: eva.jmg@garrofe.com

Inspired by the wooden fragrance bottle, we have developed a packaging made by carton, simulating a block of 3 pieces of wood planks piled up on top of each other, along with its rustic and natural finishes, we have also reproduced the grain of the wood. Elegant and exclusive.



Entry Name: **Axe/Lynx Icon 2**
Entry Number: 0319/HB
Company: Seymourpowell,DCA and Elmwood
Country: UK
National Competition: United Kingdom, Starpack
Website: www.seymourpowell.com
Email: lucy.kirby@seymourpowell.com

Icon 2 takes the Axe/Lynx brand into the future, with a more premium feel and new standards in user engagement, delivered by innovative aerosol shaping technology and design ingenuity.

Icon2's innovative round to square can (setting new standards in shaping technology) flows seamlessly into the actuator/top, creating a singular form which is pure, visually simple and, above all, confident - providing a broad canvas for the fragrance variant graphics.



Entry Name: **Bodycology blackberry vanilla 8 oz**
Entry Number: 0348/HB/S
Company: Viva Healthcare Packaging
Country: Canada
National Competition: United States of America, AmeriStar
Website: www.viva-healthcare.com
Email: bruno.lebeault@vivacan.com

Tube made with a breakthrough technology : injection molded tube with in mold label. A foil is laminated on the in mold label and printed giving an amazing 3D HD quality effect resulting in enhanced shelf impact. All components manufactured under one roof leading to shorter leadtimes and enhanced sustainability

Printing covers 100 % of the tube surface. Cap always correctly oriented at no additional cost. A Life Cycle Analysis has shown that this technology uses 25 to 35 % less energy to produce . As it is 100 % made out of PP , it is fully recyclable after use.



Entry Name: Brand's Bird's Nest 8s CNY Pack
Entry Number: 0195/HB
Company: Starlite Printers (Far East) Pte Ltd
Country: Singapore
National Competition: Singapore, Singapore Star Award
Website: www.starlite.com.sg
Email: hhlow@starlite.com.sg

This packaging box holds 8 bottles of bird's nest and is created as a Chinese New Year promotion pack. The box adopts a hexagonal shape, to differentiate from the conventional rectangular boxes. The box is consumer friendly, it has a window on the cover and can be held single-handedly.

The hexagonal shape, resembles the honeycomb which is an excellent structure for withstanding compression forces. When the boxes stand on their sides, the hexagonal shape helps to absorb the weight well. The boxes can be stacked vertically up to a height of three boxes, no distortion of box shape observed.



Entry Name: Hello Mouthwash and Toothpaste
Entry Number: 0039/HB
Company: TricorBraun
Country: USA
National Competition: United States of America, National Association of Container Dist. Pack
Website: www.tricorbraun.com
Email: marketing@tricorbraun.com

This project involved 20 different molds on 3 platforms: EBM, ISBM, and IM, with 11 separate suppliers to deliver 17 sku's in the line. A non-removable closure supports the container in an inverted position, allowing the consumer to fully empty the toothpaste, so design provides sustainable use of the product.

The rinse bottle's custom closure features a non-removable polyethylene flavor ring that snaps on the outer wall and includes a pull tab closure, the first in the oral care category.



Entry Name: Lancôme - Teint Visionnaire
Entry Number: 0329/HB
Company: Stölzle Oberglas GmbH
Country: Austria
National Competition: United Kingdom, Starpack
Website: www.stoelzle.com
Email: anke.talker@stoelzle.com

The challenge was to create a beautifully proportioned bottle which should fulfil three different tasks: Liquid make-up in the heavy based glass bottle, a concealer, presented in the cap and finally a small mirror hidden on top which is provided to ease the application for the customer.

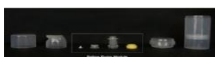
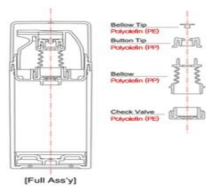


Entry Name: One Material Pump
Entry Number: 0179/HB
Company: Yonwoo
Country: Korea, Republic of
National Competition: Korea, Korea Star Award
Website: <http://www.yonwookorea.com>
Email: uhlee0106@yonwookorea.com

The Airless Pump container has been branded as luxury cosmetic packaging as it minimizes air contact and leaves no residue. Upon demands of environmental-friendly packaging from our global customers, “One Material Pump” was developed as a reduced number of components and manufactured in a single plastic material allowing easier recycling and production.

Reduction in component economizes energy and material usages and will create great ripple effects of technology. In return, we predict ‘One Material Pump’ will benefit mass produced products such as skin-care or hair-care in the growing cosmetic markets. Not only limited to cosmetics, but also pharmaceutical and daily-supplies market.

One Material Pump



One Material Pump



Entry Name: Ongoing Lifting Serum 30ml
Entry Number: 0228/HB
Company: Starlite Printers (Far East) Pte Ltd
Country: Singapore
National Competition: Singapore, Singapore Star Award
Website: www.starlite.com.sg
Email: hhlow@starlite.com.sg

This packaging box is designed for the Ongoing Lifting Serum 30ml bottle, a new product from Vardi & Migdal, marketed under the brand name PRÉCIEUX De Paris. The serum bottle stands out tall and sleek from the black velvet base, accentuating its appearance, like a star standing on a podium.

This type of box structure is usually constructed using rigid board, however, only cardboard is used for this design. By replacing the rigid box construction, we managed to reduce resources such as paperboard (thinner material), glue (rigid box construction requires paper to board mounting) and human labour.



Entry Name: ORBIS=U
Entry Number: 0054/HB
Company: ORBIS Inc
Country: Japan
National Competition: Japan, Japan Good Packaging
Website: www.orbis.co.jp
Email: ayako.omori@orbis.co.jp

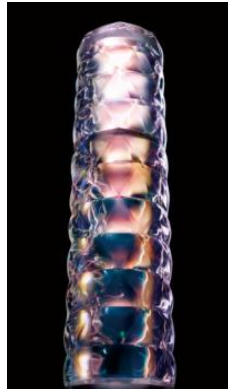
This product is an entirely new example of the oil-free skincare products on which ORBIS has focused since its founding. The ellipsoidal-shaped container symbolizes growth beyond the conventional and evolution through constant renewal.

The off-center positioning of the front of the container conveys our desire to look at things from a different angle. It tells the world that the newly reborn ORBIS will always question conventional notions and continually evolve.



Entry Name: POLA B.A GRANDLUXE2
Entry Number: 0293/HB
Company: POLA INC.
Country: Japan
National Competition: Japan, Japan Good Packaging
Website: <http://www.pola.co.jp/>
Email: contest@pola-design.jp

A serum developed with an optics-based approach to draw out the essential radiance of the skin at its most vibrant. The design of the bottle creates reflections and lens effects, giving the impression of undulating light.



Entry Name: Re:NK Velvet CC Cushion
Entry Number: 0177/HB
Company: Coway
Country: Korea, Republic of
National Competition: Korea, Korea Star Award
Website: www.coway.co.kr
Email: gils1@coway.co.kr

It pumps out the contents through 13 holes based on the balance between its pumping amount and distribution place. It applies on a puff evenly. It's moisted anti-biotic puff gives the coolness when tapped onto the face and maximizes its micro dispersing the contents through the multi-outlets and velvet screen.

The velvet fabric of the products contains silver threads and an anti-biotic puff was used for hygiene and antibacterial ability. A functional puff was used whose back side(a grip part) is anti-pollutant coated for safe long-term use of a moist anti-biotic puff.



Entry Name: VX rotate
Entry Number: 0029/HB
Company: Yonwoo
Country: Korea, Republic of
National Competition: Korea, Korea Star Award
Website: <http://www.yonwookorea.com>
Email: uhlee0106@yonwookorea.com

As demand for high quality natural cosmetic increases, many companies pack ingredients separately to isolate ingredients which are difficult to preserve. "VX Rotate" was developed to separate and sustain two different Type of formulation allowing users to mix with ease with simple collar rotation just before using the product.

By completely separating two different types of formulation the freshness is preserved for a longer duration, thus contributing best effects to the customer by synthesizing two fresh formulations before using the product. Also the collar rotation method allows users to easily adapt and mix the formulation providing conveniences.

