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TRENDS CONCERNING PACKAGING INTENDED FOR COSMETICS

TRENDY DOTYCZĄCE OPAKOWAŃ NA KOSMETYKI

Summary: Cosmetic companies struggle for the purchase of their products at the market. Cosmetics packaging may be helpful in this respect. The present article shows the results of the survey studies concerning the most significant properties of cosmetic packaging as well as the types of the cosmetic packaging which mostly satisfies the expectations of the consumers. On the grounds of the conducted studies, we may conclude that the most important property is the convenience of packaging use and the least important is its eco-friendliness.

Keywords: cosmetic packaging, properties, type

Streszczenie: Firmy kosmetyczne walczą na rynku o to, by ich wyroby były kupowane. Opakowania kosmetyków mają być w tym pomocne. W artykule przedstawiono wyniki przeprowadzonych badań ankietowych dotyczących najbardziej istotnych cech opakowań na artykuły kosmetyczne, jak też i rodzajom najbardziej odpowiadającym Konsumentom opakowaniom kosmetyków. Konkluzją tych badań jako najbardziej istotne cechy są: wygoda użytkowania opakowania, najmniej istotną natomiast jego ekologiczność.

Słowa kluczowe: opakowania na kosmetyki, ich cechy, rodzaj

Introduction

Packaging is one of the commonest and constantly developing products connected with printing. It plays many functions such as transfer of information on the product or marketing news. It is also important to satisfy the taste of the consumers. Producers of the contemporary packaging have, therefore, to focus on many factors so as to sell the packaged product well [1-3].

The developing cosmetic sector follows the global trends. The producers of cosmetic packaging are introducing newer and newer material, technological, constructional and graphical innovations and the novelties in respect of labelling [1]. The first mentioned above innovations are greatly concentrated on ecology and utilization of nanocomposites during manufacture. Cosmetics in packaging made from hydro- and oxy-biodegradable materials e.g. from cellulose appear at the market. The modern packaging material – polylactide – is gradually introduced. One of the companies which have introduced the mentioned solution is the Italian company, Leoplast. Another enterprise, Texen, has developed the project of ecological packaging for compact eye shades, L'Oreal Color Queen; it was aiming at the reduction of the quantity of the used raw materials and components [4]. Owing to this solution, there was obtained a saving of plastic mass by 25% what distinguishes the discussed product at the market in relation to other ones, being less ecological.

In turn, nanocomposites have become other big innovation in respect of cosmetics packaging. Nanocomposite is a material consisting of polymer matrix and nanofiller, the particles of which are dispersed in the polymer [4]. The discussed compounds, as being the subject of the studies of the contemporary science, allow improving the properties of the material in relation to the traditional polymer and they affect the product. They may also contribute to creation of the "intelligent" packaging. Their use increases barrier capacity as regards external factors and resistance to fire; it allows also reducing the amount of preservatives in cosmetic.

The application of smart closures and feeding systems is an interesting and increasingly common technological novelty. We can mention here, for example, "tube in tube" packaging with constant feeder allowing the combination of two active constituents as late as at the moment of their application. Another example of innovative solution in the case of face cream may be production of ionizing packaging, facilitating effective and safe application of the cosmetics, with the use of low energy electric loads. The produced creams have also self-cooling packaging which – in a controlled way – lower the temperature of the packaged product.

The built-in LED lighting in packaging of eyeliner, mascara or lipstick may also a suitable component. It helps the users to see better the performed makeup. Recently, Texen and Mucell companies have introduced a new technology of applicators,

characterized by a diversified shape, permitting adapt the use of lipsticks and lip glosses according to the needs of the user [3]. The constructional-graphic development of cosmetics packaging is the most comprehensive area of innovations. The mentioned packaging are more and more usable, consumer-friendly and also, compliant with the trends of modern contemporary industrial patterns. Additionally, such packaging is better carrier of information about the product owing to development of marking and RFID systems, placed on the labels. The discussed systems protect also the product from theft and imitations or fakes

The most important properties of cosmetics packaging

There was a survey carried out at the Internet pages, with the aim to examine what properties and type of cosmetics packaging were most significant from the viewpoint of the user. The answers of the respondents have been presented in Table 1 – 5 and in diagram 1.

Table 1 contains the results of the survey concerning the answers to the question covering the properties of packaging intended for cosmetics.

According to the results of the survey, as presented in Tab.1, it may be recognized that in general, the respondents were interested in convenience of use of cosmetic package; the readability of the contained information and the possibility of complete emptying of the contents. The eco-friendliness occurred to be the least important aspect.

Table 2 shows the results of the studies according to gender.

It may be followed from the above survey results that women when making a choice of cosmetics are mostly focused on convenience of packaging use, the possibility of complete emptying and readability of information about the product while the graphic form and eco-friendliness are not so important. In turn, men prefer the convenience of use of packaging whereas eco-friendliness is also the least aspect for them.

Table 2. The averaged results of the answer to the question: "Which properties of packaging for cosmetics are in your opinion (Mr/Mrs) most significant?" depending on gender

Gender	Women	Men
Number of respondents	52	48
Eco-friendliness	3.65	2.98
Graphic form	3.73	3.33
Safety	4,5	3.69
Readability of information	4.31	3.69
Possibility of complete emptying	4.31	3.73
Convenience of use	4.33	4.03

Table 3 presents the answers concerning the properties of cosmetic packaging according to the age of the users.

After having conducted the analysis of the survey results, it can be seen that the eco-friendliness of cosmetic packaging is important aspect for the respondents between 25 and 35 years of life. The persons under 18 years of life consider it as the least significant factor. Graphic form is most attractive for the consumers at 18–25 years of life and 36–45 years of life. The latter factor is least important for the respondents at 26–35 years of life. The safety of cosmetic packaging occurs to be most significant for the customers at the age of 26–35 years of life whereas the discussed aspect ids found at the last place for the persons at the age of 18–25 years. The readability of information is most important for the users from age group of 45–60 years and the least important for the respondents above 60 years of life. For the persons at the age of 45–60 years, the complete emptying of the packaging is least important aspect. In turn, the latter factor is most important for the persons above 60 years of life. The convenience of packaging use is the most important property of cosmetic packaging for the respondents up to 25 years of life whereas for the persons at the age of 45–60 years, it is the least significant factor.

Table 1. The averaged general results of the answer to the question: "What properties of packaging for cosmetics are in your opinion (Mr/Mrs) most significant?"

Number of respondents	Eco-friendliness	Graphic form	Safety	Readability of information	Possibility of complete emptying	Convenience of use
100	3.33	3.54	3.93	4.01	4.03	4.21

Table 3. The averaged results of the answer to the question: "which properties of packaging for cosmetics are in your opinion (Mr/Mrs) most significant?" depending on age

Age	< 18 years	18-25 years	26-35 years	36-45 years	45-60 years	>60 years
Number of respondents	9	43	13	20	9	6
Eco-friendliness	3.45	3.75	4.01	3.89	3.6	3.57
Graphic form	3.7	4.06	3.25	4.05	3.88	3.61
Safety	3.71	2.33	4.00	3.58	3.81	4.48
Readability of information	4,5	3.9	3.85	4.05	4.12	3.77
Possibility of complete emptying	3.54	3.73	3.33	3.88	3.12	3.9
Convenience of use	4.19	4.25	4.01	3.99	3.74	4.07

Table 4. The averaged results of the answer to the question: "Which properties of packaging for cosmetics are in your opinion (Mr/Mrs) most significant?" depending on education

Education	Lack	Primary	Vocational	Secondary	Higher incomplete	Higher
Number of respondents	7	6	7	19	32	29
Eco-friendliness	3.57	3.33	3.29	3.95	4.28	4.41
Graphic form	3.48	3.93	3.12	4.05	3.84	4.25
Safety	4.44	3.78	4.22	3.65	2.67	4.17
Readability of information	3.62	3.90	3.41	4.10	4.02	3.59
Possibility of complete emptying	3.15	4.00	4.05	4.24	3.99	3.80
Convenience of use	4.09	4.3	4.13	3.8	3.9	3.86

Table 4 contains the results of the survey concerning properties of cosmetic packaging

In the case of the persons without education, the safety of the product is the most important aspect and the possibility of complete emptying is the least important one. For the users with the primary (basic) education, the convenience of use is the most important factors and the eco-friendliness of the packaging is found at the last place. The respondents with vocational education choose also the convenience of use as the most important feature; the safety of the packaging is the least significant factor. The persons with the secondary education place the possibility of complete emptying at the first place and the safety of the packaging is least important for them. For the respondents with higher incomplete and higher education, the eco-friendliness is the most important factor; the safety of packaging is evaluated at the last place. The users with the higher education are interested in readability of information on the packaging at the lowest degree.

The most satisfying types of cosmetics packaging

During the duration of the survey, the respondents indicated the most desirable types of cosmetic packaging. The question was optional, so not everybody asked this question. It was dictated by the fact that not everybody uses the given below types of packaging. The answers of the respondents are given in table 5 and in figure 1.

Fig. 1. Bar chart presentation of the answers of the respondents to the question: "Which types of cosmetic packaging are most satisfactory for you?"

Glass jars e.g. for creams and bottles with feeder or pump are the types of cosmetic packaging which are most satisfactory for the respondents. On the other hand, the tubes with cap, made from plastic as well as aluminium,

are found at the last place. Glass jars are easy for cleaning and used again; hence, there is their high position in the results of the survey. In turn, the tubes with caps were evaluated at the lowest place due to the lack of convenience of use because the plastic tube is not deformed after squeezing a certain amount of the product; gradually with their use, it is difficult to use the

Table 5. Presentation of the respondents' answers to the question: "Which types of packaging are most satisfactory for you?"

Type of packaging	Number of respondents	Mean score evaluation
Plastic jar	81	3.29
Glass jar	75	3.67
Plastic tube with flip-top closure	84	3.35
Plastic tube with cap	83	3.05
Aluminium tube with cap	81	2.93
Plastic bottle with flip-top closure	79	3.27
Bottle with feeder/pump	83	3.75
Bottle with dosing pipette	59	3.3
Bottle with atomizer	69	3.4

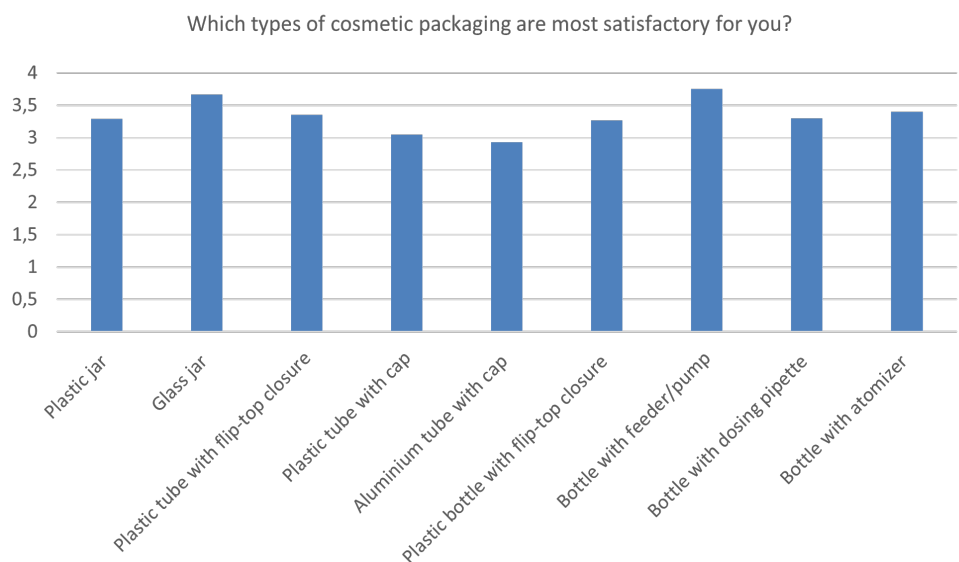


Fig.1. Bar chart presentation of the answers of the respondents to the question: "Which types of cosmetic packaging are most satisfactory for you?"

remaining final parts of the product. Aluminium tube is deformed during squeezing the product and – in contrary to plastic tubes – it does not come back to its initial form.

Summing up

The **convenience of use** of the packaging was the most significant feature in cosmetic packaging. The same was referred to **readability of information** on the packaging; the **eco-friendliness** was found at the last place. Such situation comes from the fact that the contemporary packaging is more and more frequently made from paper material, so it happens that the discussed solutions are not compliant with the convenience of use as the paper become soft in contact with water.

The conclusions

The producers of cosmetic packaging are competing in respect of introducing more and more modern solutions in their products. Apart from satisfying the needs of the potential users of the discussed packaging, they have the task to adapt

to the pro-ecological EU Directives. Gradually with the time, there will be more polymer packaging introduced to the market and together with their popularity and the awareness of the consumers is expected to rise.

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