

Press release – March 2011

Cosmoprof Bologna – March 18-21, 2011

Novelties and an exclusive event on the SGD booth! (Pavilion 19 - booth C21/D22)

SGD: «OUR INNOVATIONS HIGHLIGHT YOUR DIFFERENCE »

For the 2011 edition of the Cosmoprof Bologna, SGD will be presenting a major overhang for eco-design in Beauty...

You will also discover new stock items, some 2010 major clients' launches, 2011 trends and latest innovations in decoration.

I. EXCLUSIVE : Eco-design innovation!



After the launch of the **Infinite Glass**, the **1st 100% recycled - 100% recyclable glass** dedicated to perfumery and cosmetics in 2008, SGD goes on innovating on the Beauty market.

SGD launched in 2009 **NAYA**, the **1st 100% eco-designed industrial project**, building a partnership with 4 other industrial major players.



To innovate further in **eco-design in Beauty**, SGD will initiate once more an **exclusive multi-partner project**.

m o u v e m e n t i n f i n i

The **Mouvement Infini** gathers now the 5 partners who initiated the **Naya project**, plus 3 new partners, industrials again and committed with eco-design problematic.

Their new challenge: crossing a new frontier in the world of cosmetics and organic, eco-friendly perfumes

After developing **Naya**, **Mouvement Infini** has transcended product and concept to create **Emoi Infini**, a **box of three eco-designed perfumes**. In developing manufactured solutions optimized and integrated, it offers an innovative position in the luxury market.

This product moves away from commonplace environmental claims in favor of an elegant, sensory-oriented message.



Elle, Lui, Moi (Her, Him, Me) is a line of three complementary men's, women's and children's perfumes that **creates links** between materials, individuals, and generations and adds a **unique emotional touch** to the purely functional. Going beyond seeking change, it advocates a genuine state of mind: **An infinite sharing of emotions – that's what we mean by sustainable development.**

Developed both for manufacturers, who produce it, and consumers, who wear it, Emoi Infini is the fruit of a **comprehensive eco-friendly approach integrated to the product**. It **doesn't appear any more as a constraint** and, anticipating the operational solutions, remains very real. All steps in the process – raw materials, fragrance, production, bottle, box, consumption – have been well planned and designed: a chemical-free coloring process, a box without husks or adhesives, 100% recycled glass (*Infinite Glass* by SGD) and PET, organic jus, and a pump dispenser with a removable cap. All materials can be endlessly sorted and recycled.

In launching Emoi Infini, we are bringing a whole new perspective, **moving from integral eco-design to integrated eco-design.**



Ask for your free coffret on the SGD booth (Pavilion 19 - booth C21/D22)!

Le Verre Infini a son site :
The Infinite Glass has its own website:

www.verreinfini.com



II. Vénus : The newest prestige jar in La Collection

With classic and timeless shapes, the **new Vénus jar** responds to the cosmetic market trends by combining elegance and femininity.

Like the goddess of beauty for which it was named, this jar distinguishes itself by its streamlined curves that allow for infinite customization options.

This jar is available for order in flint glass in a 50ml size with a 400.58 GCMI neck. Available on stock in Infinite Glass.



III. Stock items from La Collection support the “Green Attitude”!

SGD enriches its standard stock of **La Collection** with 6 new items made of **Infinite Glass** (registered brand), the **1st 100% recycled – 100% recyclable glass** dedicated to perfumery and cosmetics.

Ten items, 5 bottles and 5 jars, from La Collection made of Infinite Glass are available on stock.



Tango Bottles
100 ml 50ml 30 ml


Ronda Bottle
50ml



Volga Jar
200ml

Cléopâtre Jars
125ml 50ml 15ml

New Vénus Jar
50ml

The items in Infinite Glass are noticeable thanks to the logo  engraved at the bottom of the bottles and the jars. Therefore, consumers and brands committed into an eco-responsible approach will be valued.

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IV. 2010-2011 clients' launches

World leader in glass bottles manufacturing, we dedicate our know-how and innovations to the brand's creativity.

A success underlined by the numerous customized products launched in 2010-2011 and produced by SGD are beautiful illustrations of a fusion between **innovation** and **creativity**:

Essence Eau de Parfum Intense, Narciso Rodriguez (BPI) – Balenciaga Paris (Coty) – Voyage d'Hermès (Hermès) - Maison Martin Margiela (L'Oréal) - FlowerbyKenzo Essentielle et La Cologne, Kenzo (LVMH) - Aqua Terra, Omega – Fancy, Jessica Simpson (Parlux) - Usher VIP (Elisabeth. Arden) - Cristalle Eau Verte (Chanel) – Classique X Collection, Jean-Paul Gaultier (BPI) - Very Irresistible Intense, Givenchy (LVMH) – Ricci Ricci, Nina Ricci (Puig) – Zen Purple, Shiseido (BPI), Flowerparty, Yves Rocher - Heat by Beyonce (Coty) - Love and Glamour, Jenifer Lopez (Coty) – Twirl by Kate Spade (E. Arden) – Versace Vanitas (Euroitalia) ...



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V. Trends and innovation

SGD will display the **2011 Trends** according to 4 main consumer attitudes: the *Fix-its*, the *Emotechnos*, the *Activists* and the *Sophistocrats*.

These 4 lifestyles will be illustrated by sample creations demonstrating SGD know-how in decoration.

SGD will also show its most recent innovations in glass and decoration:

- A whole series of bottles decorated with an alchemy of several inks for precious screen printing effects: textures, golden shades, reflections ...
- « **Ice like** » **screen-printing** : like a million of droplets for a very realistic look on the bottle
- The **inkjet**: the printing of a design for a lifelike finishing
- **Holographic hot-stamping**: hot-stamping of a decoration with thousands of holographic iridescent reflections
- The screen printing of a **thermo-sensitive ink**: when put in a cold temperature, the decoration changes color
- The fluorescent glass: transparent under a normal light, the glass becomes fluorescent under a black light
- ...

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Contact : Valérie Jacob – Tel : + 33 (0)1 40 90 36 30 – valerie.jacob@sgdgroup.com
www.sgdgroup.com

