

Cosmetic/Personal Care Packaging.

Business Beat

House of J-Lo

By Marie Redding, Senior Editor



Aquafresh's Extreme Clean carton, made by AGI/Klearfold, is the first plastic carton on the U.S. market for a toothpaste.

In October, Coty's Lancaster Group is launching the second fragrance by Jennifer Lopez, called Still. The Still bottle was designed "to have the same femininity and charm as Glow by J-Lo, but with more sophistication and glamour to target the consumer older than 21," says representatives of Hirst Pacific Ltd., the New York based design firm that worked on its development.

The packaging was designed by president Kenneth Hirst, in collaboration with Jennifer Lopez. The mauve-colored, gem-shaped bottle has a faux diamond, chrome-plated ring made from cut glass with a metallized foil backing. The ring's white metal band is friction-fitted onto the collar. Lopez's signature and the name Still are silk-screened on the back, and can be seen through the bottle's engraved facets, which were finished with a thermolustrage process.

All of the bottles, which were produced in sizes of 5, 30, 50, and 100 ml, as well as a giant factice, were produced by Pochet (Paris). The carton was finished in a glossy light-mauve color to match the bottle.

Hirst says, "With this bottle, we wanted to establish the look for the Jennifer Lopez fragrance house."

Still is just one of more than 30 new fragrances launching this fall. Expectations are high, as sales of Glow were \$40 million in the United States, according to reports from market research firm NPD. This is despite rumors of Lopez recently giving back her own pink diamond ring to fiancé Ben Affleck--which may have been a marketing ploy to generate even more interest around the launch.

A Bright Idea for Packaging

Women of all ages may find that a new component sheds some light on the challenge of applying lipstick in dim light.

It's called Lightlips, a patented, light-up lipstick component that runs on lithium batteries. Created by Robert Du Grenier, Brad Levy, and Judy Levy, it works like a miniature flashlight. Users press the button to click on the light and then look into the little round mirror attached to the top of the cap. The mirror is just the right size for viewing a set of lips. Because the light shines up from the base of the tube and runs alongside the lipstick itself, users can see their lips during application.

"It's been in development for two years, and we're still refining it," says Du Grenier. He says he doesn't believe in rushing things to market that haven't been fully tested and may not work properly.

