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6 Eye-Catching Packaging Components from MakeUp in NY 2024

The MakeUp in New York show always provides a glimpse into the future of beauty packaging, and the 2024 event was no exception. From sustainable innovations to functional advancements, this year's show showcased components that set a new standard for beauty packaging. Here are six standout packaging components from the event!

Looking to source sustainable packaging? [Schedule a consultation](#) with one of our packaging experts or reach out to us at Concierge@impackedpackaging.com to learn more.

UDN's One Piece Tube

Tubes are a traditionally challenging component when it comes to recyclability, which is why [UDN's One Piece Tube](#) caught our eye. This tube's sustainable design combines the tube head and closure into a single component cutting resin usage by up to 55%. This mono-material tube, available in either PE or PP, offers a recycling-ready option for beauty and cosmetic brands looking for an innovative cosmetic tube. The One Piece tube is available with a variety of tube heads, deco and finish customizations, and tube types for maximum brand customization.



P.S. We were also a big fan of the [UDN's Ocean Bound Plastic tube](#), a lightweight tube created using PCR plastic or abandoned fish nets. Check it out!



Axilone x Valentino Refillable Lipstick

Axilone's stunning refillable lipstick for Valentino is next on our list, exemplifying the growing trend of sustainable packaging in luxury categories. Inspired by Valentino

Garavani's studded bags, this gold-metal aluminum lipstick seamlessly blends sophistication and sustainability. The distinctive case can be refilled with 12 vibrant shades through an easy click mechanism, extending the lifespan of the engravable studded gold case.

Even better, this collaboration between Axilone and Valentino has just been nominated for a Formes de Luxe Award for Color Cosmetics 🏆



Cosmei's Award Winning POP STICK

Stick packaging has swiftly gained popularity in beauty this year, but Cosmei's POP STICK offers a refreshing ~twist~ (or lack thereof) to the component category. Instead of the traditional twist mechanism, this PET mono-material stick features a unique push button system for precise application without the need for sponges or additional tools. Most importantly, we think this is a great example of using packing technology to provide a consumer benefit and differentiate in a hyper competitive category. A finalist for the Make Up In New York IT Award in the packaging category, Cosmei has a range of stunning beauty packaging components including sticks, airless solutions, compacts, and more.



Pibiplast's VEG-PACK Vegan Packaging

One of our favorites, the Pibiplast Veg-Pack, was impressive to see up close. Earlier this year, Pibiplast launched the first-to-market vegan-certified packaging, ensuring that no substances of animal origin are used in its plastics, masterbatches, glues, or inks. As Pibiplast notes on their website, for products to be truly 100% vegan, the packaging must be vegan as well. With brands striving to make holistic claims about their entire product, we see solutions like this playing a vital role in innovation. Specializing in makeup and skincare, the Veg-Pack is just one of many sustainable offerings in Pibiplast's portfolio.



Texen Beauty's Multi-Intensity Brush Eyes

The Multi-Intensity Brush Eyes from Texen Beauty caught our attention as a versatile innovation offering true all-in-one value. This patented dual-ended applicator features a rotary system with a modular brush on one end and a tapered, fixed brush on the other. The rotary system in the middle allows both ends to be adjusted to various angles and positions,

enabling a wide range of eye makeup applications. "This unique brush delivers makeup results that would normally require five different brushes of varying shapes and densities," explains Nathasha Marquez, Trade Marketing Manager at Texen Beauty Partners. "This space-saving brush covers the key steps in a routine where people are not willing to compromise." Available in PBT, the Multi-Intensity Brush can be further customized with alternative materials and a variety of decoration options.



6. ICONS | ICS EcoRefill Powder Pot

Another finalist for the Make Up In New York IT Award in the packaging category. ICONS EcoRefill Powder Pot takes the hassle out of sustainable beauty with its minimalist design and ease of use. For starters, the component is made from 100% recyclable mono-material pp and is available with PCR. What sets this powder pot apart are its design features- the Eco Refill Powder Pot has a twist-lock base, click lock cap, and mess-free seal design on the refill component which help combine sustainable design with easy disposal.



P.S. We also loved ICONS mono-material refillable PET Compact, made in partnership with Eastman. Like the powder pot, this compact also has a great mess-free reuse design.



That's a wrap on the most eye-catching packaging components from MakeUp in New York 2024! For more information on the latest trends and to discover the perfect packaging for your next product launch, reach out to one of our packaging and sourcing experts today at concierge@impackedpackaging.com or 929-416-6646.



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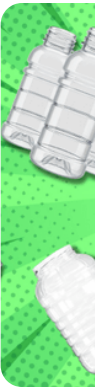
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