

PRECISION WITH PREMIUM APPEAL

Droppers | Why have droppers become so popular recently?
Rosa Porras from Virospack explains.

AUTHOR: Rosa Porras, Marketing &
Communication Manager, Virospack
Barcelona, Spain
rosa.porras@virospack.com
www.virospack.com



Using droppers for cosmetics and personal care products is currently a clear market trend. In recent times, this increasing trend for skin care has also reached new categories such as hair treatments, fluid foundations and/or nail treatments and cosmetics.

The cosmetic world has always been about illusion: a world of glamour backed up by the science of formulas, the technology of the packaging and the development processes, manufacturing and quality. Efficacy and results are wrapped up by the magic of the brands' publicity communication, and presented to make the consumer dream.

In the course of our 60 years' experience in developing and manufacturing droppers for the cosmetics industry, there have been numerous developments, innovations, designs and technical improvements. Current droppers are really very different from those used by the pharmaceutical industry many years ago, but those truly served as the source of inspiration.

Consumers who associate droppers with the pharmacy and the safety and efficacy that this channel implicitly transmits enjoy its ease of use.

The dropper is a highly convenient option for cosmetics due to its precision in dispensing and its safety in usage. It permits a drop-by-drop dosage, applying the desired product precisely where it needs to act in the required quantity.

This packaging ensures safety as it protects the formula from any contamination that might be caused by usage. Only a drop of the product comes into contact with the skin while the rest of the formula remains intact.

These benefits – positive emotions stemming from the dropper's pharmacological connotations and its contaminant-proof packaging – are complemented by a large selection of designs



Decorating pipettes for low-cost customisation

and high-quality finishes of a wide range of standards, plus the option of customised moulds. This is why droppers are currently a clear trend in the cosmetic market.

Latest developments

We offer standards with appealing design as well as high-quality products with premium finishes and a cosmetic look. Our technical department and development team is constantly striving to innovate and improve current products. The objective is to satisfy the desires of costumers.

It is our aim to constantly strive for new ways of personalising the products we provide, as this is something valued ever more by brands.

The latest innovation we have presented in the market is a premium finish. This has been very difficult to accomplish and is something that our customers have been seeking for a long time. After a long period of development, we are the first company to offer in-house metallised bulbs – a luxury finish for our standard droppers.

SOURCE OF INSPIRATION

Pharmaceutical
droppers
inspired cosmetic
applications

Droppers permit a
drop-by-drop dosage

The process of metallisation is a new process that allows us to metallise our rubber bulbs without losing the excellent elasticity of this material. This finish has passed all of our highly demanding product tests to be approved in the cosmetic sector.

Our facilities boast two automatic metallisation lines with a production capacity higher than 200,000 pieces per day.

This new finish provides brands with a sophisticated premium presentation. A high visual impact results from subtle shines, light reflection and the mirrored effect that the metallisation offers. Metallised bulbs could be target-matched to a partner component such as coloured in red, green, blue, fuchsia or ever-elegant gold or silver, or, to support the elegant, feminine trend this season, in quartz pink, Virospack is the first company that offers in-house metallised bulbs for standard droppers.

Another one of our latest developments is the decoration for our pipettes. This is a way to provide customisation for our clients with a little cost and a big impact. At our production facilities we are able to silk screen our standard pipettes with the colour, design or logo that our customers require.

Our company not only innovates in terms of visual effects, but also in developing new techniques to improve the quality and the final result of the usage. Addressing the issue of products with a high viscosity, we have developed standard wipers, as well as a tubular glass with an inner ring that perfectly fits the wiper to ensure retention.

New trends in application

Accuracy and precision in the application of cosmetic products is very much valued in the cosmetic world by both brands and customers. Innovation in packaging today does not originate from cream jars, but from new solu-



The aesthetic look with a luxurious cosmetic touch

tions in search of new applicators. The new proposals for packaging have to provide ease of use as well as a familiar gesture and accurate dosage with application devices such as a brush, a massaging metal or perhaps imitating

the syringe used in aesthetic medicine. Our droppers offer these benefits – ease of use and convenience, control and precision. In addition, they provide emotional connotations that generate habits in the consumers. However, the challenge is to constantly strive for improvement and to respond to the requirements of clients by offering a higher quality than that of our competitors. The size of our pipettes and bulbs varies as needed and we can thus offer the best option for each product and brand's varying required dosage capacities. There is also a choice of different shapes for the end of the standard pipettes and there is the option of creating specific shapes to address specific needs. In addition, we have recently designed bulbs with a positioner to keep the pipette straight, important nowadays especially with trendy translucent bottles and



Customised droppers for targeted needs



Droppers for skin care have recently reached new categories

PRECISION

Dropper – a highly convenient option for cosmetics due to its precision in dispensing

clear oils. This development is being applied to several current models of droppers.

A structured innovation process

We offer a choice of classic droppers and push-button droppers. Our droppers offer a big range of decoration possibilities: metal shell, aluminium sleeve, metalised, hot stamping or screen-printing. In an answer to some brands' ecological concepts, the wooden finish was launched last year.

Our department of innovation and development closely works with the technical team to increase our potential to introduce new developments and improvements. In order to offer our clients a comprehensive range, we have worked with partners to develop two models of a moulded glass bottle, thus increasing our range from the tubular glass bottle packs.

The glass dropper bottle is a perfectly suitable package for delicate formulas of cosmetic brands as it dispenses liquid and fluid solutions with precision. At the beginning of this year, we therefore presented another new range of complete dropper packs with moulded glass bottles, increasing our standards with two 30 ml versions – one wide and one slim. It is the thick glass bottom of the bottle that makes these two new formats so heavy. The wide version has a 'last drop' finish which allows for a product restitution of under 0.4% of the product, much lower than the norm. Both models are compatible with a broad range of droppers, classic and push-button, in a 20/410 neck thread and are also available with a wiper.

As far as the design of droppers is concerned, our last innovation was the launch of a new dropper concept for cosmetics. One of the main strengths of this new and different compact design is that it can easily be personalised with

decoration or with a minimum investment in rubber tools.

Some new prototypes are being developed now and will be launched in the not-too-distant future.

Although we are a factory, our involvement in the beauty industry means that design plays a major role. Many of the droppers with specifically moulded designs from global top brands worldwide have been developed and manufactured by us. While it has not always been easy to obtain the desired result expected by the brand, some developments have changed the market and become a trend.

Our standards can be also customised thanks to our in-house decoration techniques. Our facilities offer a combination of all manufacturing and decoration processes, operated under just one roof.

Investment for a global future

Virospack is a company committed to being environmentally friendly. Our facilities have been built with the intention to increase production



Push-button droppers conveying a feel of elegance

capacity and cost efficiency while still respecting the environment.

We are a family-owned company and this is reflected by including our employees in our philosophy.

To be prepared for the future – improving productivity and being more cost efficient, while respecting the environment – we are investing in our facilities, having increased four years ago from 4,000m² to 11,000m²

and we are currently renovating the original factory and expanding the site. In addition, the investment comprises an expansion of the machine pool. The modern building inaugurated in 2012 provides all decoration and final assembly of products, while the sections manufacturing components are being maintained at the original plant located on the same street. A custom-made metallisation line has been built, capable of tripling previous capacity with a high-tech line.

The top international brands trust our 60 years of experience in the business.

Being an international company, we manufacture and sell droppers all over the world. A large number of our customers are global brands who are served from central offices located in Europe, the US or anywhere in the world.

All of us are really compromised in improving performance and thoroughly engaged with our customers. We are more than a supplier, we are a partner for brands. □

– ADVERTISEMENT –

SEMINARE | FACHLITERATUR | VERANSTALTUNGEN

Wir qualifizieren Führungskräfte & Mitarbeiter der kosmetischen Industrie

COSMETIC CAMPUS - Unser Seminarprogramm im 1. Halbjahr 2016

Neu im Programm:

- **Konservierung von Kosmetika** – Systeme, Einflussgrößen, Chancen und Risiken
15. Juni 2016 in Frankfurt am Main
- **Kosmetik Claims im Wandel** – Rechtliche Vorgaben & praktische Umsetzung
16. Juni 2016 in Frankfurt am Main
- **Qualifizierungsseminar zum Hygienebeauftragten in der kosmetischen Industrie**
28. Juni 2016 in Frankfurt am Main

Außerdem finden Sie bei uns Seminare zu folgenden Themen:

- Kosmetik-GMP Workshop
- Kosmetik-GMP Betriebshygiene
- Produktentwicklung kosmetischer Mittel

Weitere Informationen und Details zu den Seminaren unter: www.cosmetic-campus.de

*Innovation
fängt beim
Menschen an!*



COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

WWW.COSSMA.COM

Jonna Jalkanen,
Sophie la girafe Cosmetics

“AFFORDABLE QUALITY”

GO FUTURE:
BODY CARE

In-Cosmetics novelties

SPOTLIGHT:
FUTURE TRENDS

Health is beauty

VIP of the Month

DR JAMIE HAWKES

Lonza, talks about the
new global centre
for hair care technology

