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Airless pump bottles for creams

An airless package, whether it's a bottle, jar or tube, usually includes an airless pump dispensing system that offers the benefits of ease of use and precise dosing. Airless packages are also essential for preserving air-sensitive formulations. According to a report by Transparency Market Research, the global market for airless packaging is projected to grow to reach \$63.4 billion, advancing with a CAGR of 5.5% by 2024. The cosmetics industry plays a key role in the spread of demand, analysts say. An airless bottle is a good packaging choice for many HBA products, as it provides optimal formula protection and shelf stability while reducing the need for excessive chemical preservation, says Marianna Cilauro, Vice President of Business Development, APC Packaging. Cilauro describes how an airless system that uses a piston mechanism inside the bottle works. With each pump, the piston rises and propels the product upward, creating a vacuum as the product is dispensed. This vacuum eliminates waste in two ways: The airless environment preserves the product's power and freshness longer than traditional packaging, and it also allows every last piece of the product to be easily extracted. Other types of airless systems use a plastic bag inside a bottle or jar, which keeps the product encased, making it completely airtight. Lumson is known for his bag of technology. (See the supplier's new airless can as described below.) Suppliers say that today, consumers are more aware of the benefits of airless packaging and credit marketers brand for the shift. More brands are opting for airless bottles, so consumers are more aware of the convenience of airless dispensing, said Curtis Altmann, director of marketing for Yonwoo/PKG. We may finally be moving away from the conventional action of dipping a finger into a jar of skin cream, he said. Vonda Simon, CEO, SeaCliff Beauty, agrees. More brands realize that their formulations can dry out or become contaminated if they are not properly protected, she says. Suppliers constantly offer brands new types of airless packaging solutions. Our engineers have come up with several innovative airless components this year, for all kinds of skin care products as well as color cosmetics, said Elise Kim, account executive, Nest-Filler. Beauty products are becoming more advanced, and packaging keeps pace, airless dispensing systems keep pace. We are seeing advances in airless dispensing systems, such as dosage accuracy and variable dosage, says Altmann. We also see that EBM's multi-layer airless containers quickly become a cost-effective replacement for traditional piston airless systems, he says. Many different types of products benefit from airless vending machines, but skin care is a great category. It is usually a particular ingredient in a formulation which the need for an airless package. Clinique recently launched the Fresh Pressed 7-Day System, which includes a cleansing powder, plus a booster serum and its formulations rely on airless packages. The team at Clinique chose an innovative double chamber bottle and disposable packaging to protect the Fresh Pressed line's starring ingredient, vitamin C. The Clinique Fresh Pressed System uses vitamin C that is clean and minimally processed, without additional additives—so it's potent, she explains. Clinique Fresh Pressed Daily Booster with pure vitamin C 10% is packaged in a vial that keeps vitamin C separate in an airtight chamber, so it's delivered fresh at the touch of a button, says the brand. The user firmly presses the inner bulb of the vial twice to release the vitamin C powder into the emulsion. After shaking well, remove the cap and apply booster, either directly on the skin or mixed with any moisturizer. The pure vitamin C 10% is at its most potent for the first week, Pardo said. Once the product is activated, we recommend that you use it twice a day for seven days. It can be used up to 14 days after activation, but the formula may experience discoloration and reduced potency due to the normal oxidation of vitamin C, she explains. In addition to vitamin C, there are other ingredients in skin care products that are best preserved in an airless package. Paula Begoun, of the website Beautypedia and Paula's Choice skin care line, often explains why airless packaging is so important in the product reviews she posts about other brands. Begoun writes: Jar packaging will not keep healthy ingredients stable when opened. Begoun also states, all plant extracts, vitamins, antioxidants, and other state-of-the-art ingredients are broken down in the presence of air, so when a jar opens and lets the air in, these important ingredients begin to deteriorate. Biopelle says it chose an airless pump delivery system for its Tensage Stem Cell product line to protect its ingredients from degradation and oxidation. The line contains Tensage Stem Cell Eye Cream, as shown. The products are formulated with the company's trademarked Cellpro technology—an ingredient containing the signaling proteins harvested exclusively from the eggs of cryptomphalus aspersa snail. (See more about this line as well as other skin care lines that use unexpected ingredients on BeautyPackaging.com). Our airless pumpsystem will increase the life span of stem cell creams while providing a smooth and precise dosage that will be perfect from the first to the last pump, says Jenell Chubb, Operations Manager, Biopelle. The team at Biopelle chose details that raise the package to make it look luxe, including double wall bottles, which can make a brand look more exclusive. Biopelle's double wall airless bottles are silver, with matte silver hats and yellow accents. The bottle's airless pumping system has ergonomically shaped actuators that are wide enough for a user's finger to fit comfortably when you dose the product. APC Packaging offers several double wall designs as warehouse collections. APC Packaging's Cilauro comments, Double walls allow for curved and other shapelier exteriors for bottles, while metallization and custom spraying techniques provide a high-end touch. Airless packages have evolved from basic shells to luxury ships. Alastin Skincare uses peptides in its products to help support the skin's production of new, healthy elastin and collagen. The products are formulated using Alastin's trademarked TriHex technology, which is what the brand calls its exclusive ingredient complex. Alastin chose double-wall bottles with airless dispensing systems for many of its products, including its new Regenerative Skin Nectar, which is on display. The bottles are white with elongated, shiny silver hats. Each product has a bright accent color on its logo, with a matching metallic stripe that horizontally surrounds each lid near the bottom. APC Packaging offers an airless collection of beautifully shaped, double-walled bottles of different sizes (shown). The bottles have a small curve, which makes them easy to grip. Bottles are not the only option in airless packaging—suppliers offer airless dispensing systems paired with cans, compacts, pipes and more. We offer a range of completely airtight options, says SeaCliff Beauty's Simon. Our airless packages include bottles, pipes, compacts, cans and stick packages, she said. Lumson's new Enver's airless jar incorporates the supplier's airless bag technology, making it completely airtight. It is ideal for lotions and heavy creams. The jar has an oversized cap that acts as the actuator—and also the locking mechanism. Turn it to open, turn back to the lock, explains Maria Nikolis, VP of Sales, Lumson USA. It has a clean, modern, elegant look and is simple-and hygienic-to use, she adds. Matteo Moretti, CEO, Lumson, adds: Envers is unique — and different from all other airless cans. Moretti explains that unlike Envers, there are other airless cans that dispense the product from a center opening, which is not ideal because some formulas can cake up, clog the opening. Envers can be held and dispensed from all angles. Airless compacts are ideal for color cosmetic products that contain air sensitive ingredients. These products usually offer some skin care benefits. Liquid-to-powder formulations, first popularized K-beauty trend, is often in airless packaging packs cushion compresses. Other types are designed to keep liquid foundation products, offering a modern design that is easy to transport, while keeping on-the-go application hygienic. The team at Nest-Filler has found a way to improve how a typical airless compact works. Its new Downward Airless Compact, or DAC, is a revolutionary design, says the supplier. Kim explains, Our DAC's main feature is that it has both an airless and physical pressurization system, and offers greater functionality for high- and low-viscous products. DAC is named after how it works. Dac is unique in that the piston is built into the compact plate. Instead of the piston moving upwards, the plate is lowered with each use, Kim says. With the change in piston positioning, the system is less prone to failure, she said. An added benefit for the user is to know when the compact is running out of product. With regular use, the plate moves lower, revealing a growing gap between the compact and the plate. This little detail is helpful for the user to know when the compact is almost empty, Kim adds. Mally Beauty chose an airless tube for its Perfect Prep Neutralizing Primer, which is an example of a color cosmetics combined with skin care benefits. The primer is a color correcting shade that neutralizes sallow tones, redness and veins, while minimizing fine lines and wrinkles. The formula is designed to magnetize makeup to lock it in place, the brand states. The lightweight liquid dries to a flawless, long abrasive finish. Mally Beauty is a prestige cosmetics line fronted by celebrity makeup artist Mally Roncal, and the brand recently launched on Australia's premier shopping channel, TVSN. Some skin care formulations are not compatible with certain types of pump dispensers, but this changes. More suppliers are improving the latest dispensing technology to offer more options, to accommodate all products, even those that pose the most challenges. Airless pumping systems don't have any of the limitations you'd expect, said Yonwoo/PKG's Altmann. Airless systems are more successful with viscous emulsions than dip tube pumps, and marketers are pushing the boundaries with products that have higher viscosities, he said. Depending on the rheology, an airless system can handle quite high viscosities, he explains. To prevent problems with more viscous products, Altmann suggests using a pump with torque, or rotary dispensing. Rotational dispensing uses the entire head, rather than a traditional finger pump, so the consumer has much more power to easily run the product, he explains. Challenges for an airless dispensing system include formulations that contain beads. These will often pose compatibility problems for airless vending machines, Altmann. However, However, offers a solution, and it is designed to showcase these types of formulations. The supplier's new airless pump, shown, was developed specifically for this purpose. Our airless system can dose a full capsule bead without breaking it, says Altmann. SeaCliff Beauty brands offer its BeautiLock collection, which is designed for ultra-sensitive formulations, the supplier says. Our BeautiLock patent-pending airtight cans, compacts and base pegs are really airtight, and we've done tests to prove it, says Simon. Simon explains that solvents and water-based products packaged in their BeautiLock packages show less than a 1% loss in weight. Other types of airtight packages on the market today cannot achieve this, she said. The supplier's BeautiLock airless compacts now offer a window option on the cover. This feature allows the consumer to see the makeup color without opening the compact. It is ideal for mass brands where the product cannot be opened before purchase, she says. Inventing the look of a bottle may seem like an unrealistic goal, but the team at Fusion Packaging has managed to achieve this using a simple design element. Fusion Packaging's airless collection called MOD Reveal has a newly designed actuator that offers several advantages. Lesley Gadomski, business development officer, Fusion Packaging explains, it has a clear window on top, which can be tailored in any translucent color-or opaque-for a two-toned look, she says. This design function can be used to distinguish different types of skin care products in a collection, using different colors on the actuator. When left as a clear window, it can give the added benefit of showing off a specific makeup shade. This is useful for foundation or concealer. Our 30ml sized bottle is perfect for color cosmetics, Gadomski adds. The clear window may also be used to select an unusual product color. The color of the product shows through the window that the actuator fills up, after the user presses down to dispense, Gadomski says. An unexpected pop of color adds a surprise element, providing an interesting user experience. It's another way to show off a formula, she adds. Gadomski, says this new package generates a lot of interest, so we can see a brand that uses it for a product in the near future. Brands are requesting all kinds of decorating techniques for airless packages, vendors say, and there is no shortage of options. Altmann says that pairing metallic sprays with graduation techniques is a strong trend at Yonwoo/PKG. We also see more graduation sprays used on airless bottles of different colors, instead of metallization processes, he said. Kim, however, says she sees more brand marketers opting for simplistic looks at Whether it's monochromatic, shiny shiny or transparent effects choose brands simple patterns, with one or two colors, she says. Simon says more of SeaCliff Beauty's customers are asking for unique colors, as well as fully metallized looks with vacuum metallization and hot-stamping. We also often hear requests for shimmering colors, to enable a brand to attract the consumer's eye on the shelf. Full hot stamping is often in demand as well, combined with designs that showcase a brand's artwork on the entire cover of a compact or jar, she explains. As demand for airless packaging grows, the need for even more advanced solutions, including designs that are more intuitive and more functional, is also growing. Product formulations will be constantly changing, but suppliers intend to ensure that airless packaging remains a step forward. What is most in demand now? Airless piping systems with dispensing heads, says Yonwoo/PKG's Altmann. This is our fastest growing category, this year, he said. Sprayers for airless pipes are also in high demand, he adds. According to SeaCliff's Simon, airless packages are a must for many of the formulations on the market today, and she says that demand for different types of airless solutions will continue to increase. High-performance products will continue to require high-performance packaging, Simon said. Simon.