

# ON TIME and on trend

Industrialization caused a shift from craft production to the mass production of products. Now the cosmetics industry is experiencing a change in this trend. Social media-savvy customers, especially Generation Z, have a growing disinterest in what is standard and familiar. As a result, consumers have a growing interest in unique products and are embracing personalization.

## FAST BEAUTY

Consumers want to stay ahead of the latest trends in a fast-paced and interconnected world. Industry experts coined the term "fast beauty" to express the phenomenon of cosmetics companies increasing product launches from 1-2 times per year to as many as 500 times per year.

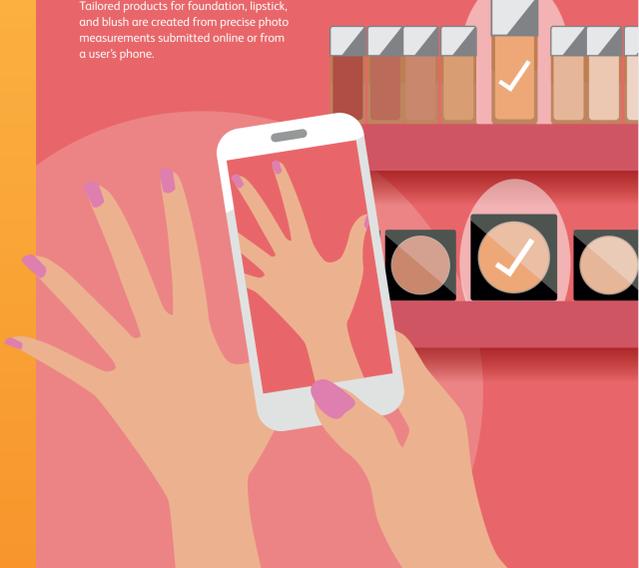
# UP TO



## PRODUCT LAUNCHES A YEAR

## ULTRA-CUSTOMISED PRODUCTS

Tailored products for foundation, lipstick, and blush are created from precise photo measurements submitted online or from a user's phone.



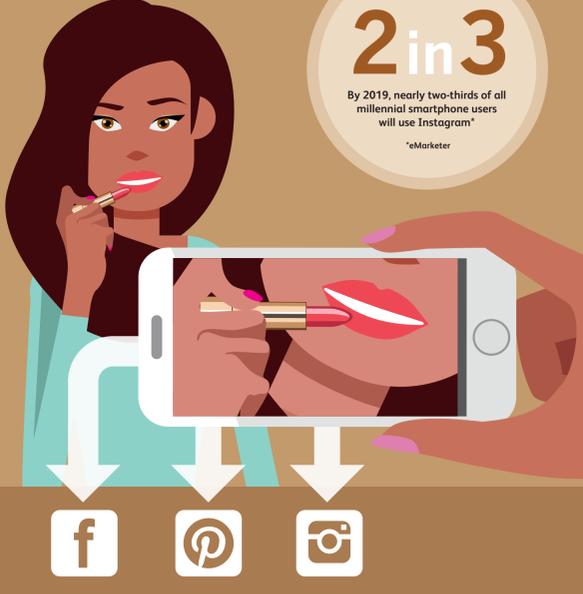
## PICTURE-PERFECT LOOK

Many of today's consumers want a picture-perfect look for sharing on social media, such as Instagram. Product application is made easier with precision tools such as specialised tubes, wands and roller wheels.

# 2 in 3

By 2019, nearly two-thirds of all millennial smartphone users will use Instagram\*

\*eMarketer



## ON-THE-GO CONVENIENCE

Time-strapped consumers want to minimise their make-up routines and enjoy quick and convenient product application. Therefore, manufacturers have innovated with new ultra-slim, travel friendly, and 2-in-1 packaging types.



# 7 in 10

Italian and German women think it's important to check their appearance in the mirror throughout the day\*

\*Mintel

## TRANSPARENCY

Consumers have an ethical awareness of brands and are interested in product ingredients.

With smart phones, savvy purchasers can quickly look up ingredients and brand stories on the internet. Transparent, traceable and readily-available product and brand information appeals to health-conscious consumers and the values important to them.



# 6 in 10

women read beauty labels prior to purchase\*

\*Green Beauty Barometer Survey



## FLEXIBLE CODING TECHNOLOGY...

Continuously changing products, packaging types and ingredients often lead to producers playing catch-up on supplies and technology. In the dynamic cosmetic industry, it's imperative to partner with product identification experts who can offer a broad array of technical solutions for your variable packaging types.

### How videojet can help

Videojet offers a variety of solutions for variable coding - from date, lot, and time stamps to more complex codes such as 2D bar codes, ingredients and graphics.

**Continuous Inkjet (CIJ)**

Extremely versatile, CIJ systems can print on nearly any package type or product shape. CIJ technology is used for fluid-based, non-contact printing of up to five lines of text, linear and other 2D bar codes.

**Laser**

Laser marking can be used to print text or graphics and is ideal for coding on cartons, plastics, labels, and tubes. Lasers use a beam of infrared light to permanently mark substrates.

**Thermal Transfer Overprinting (TTO)**

TTO is excellent for marking flexible pouches, films, and barrier materials. A digitally-controlled printhead precisely melts ink from a ribbon directly onto the packaging.

...and software that makes product changeovers easy and minimises re-work



Videojet SIMPLICITY™ software helps eliminate potential user errors and makes changing production batches easy through an intuitive touchscreen interface.

Availability and performance of your printer is of vital importance. That is why Videojet created VideojetConnect™ Remote Service, which offers an innovative cloud-based approach to service with tools that can empower manufacturers to correct faults.

Want to know more? Explore our Cosmetics Hub that offers industry insights and trends. It also shares ideas for addressing your coding needs and day-to-day manufacturing challenges.

## Videojet experts are here to help.

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