

SILVER WINNER – 2015 DUPONT AWARDS FOR PACKAGING INNOVATION

Sampling Lipstick Puts Color on Lips and Confidence in Minds

Grupo Boticario; Ycar Artes Gráficas – Brazil

Single-use lipstick sampling completely changes the lipstick sampling experience in Brazil! Makeup testing can be an unsanitary experience for consumers. The shared sampling pots in stores may become a breeding ground for bacteria and germs that can cause minor to serious skin problems or infections. To solve this issue, Grupo Boticario developed a new way to test lipstick that provides a simple, engaging, and sanitary experience for customers.

The sampling lipstick is a single dose of lipstick “printed” on coated cardboard through a process similar to graphic printing. To test, the consumer simply removes the plastic film, folds the cardboard in half and applies the lipstick directly to her lips, without needing to use her fingers to spread the lipstick on. Each sampling lipstick is used once and then disposed. This simple, easy-to-use sampling solution offers consumers in Brazil a realistic preview of the lipstick color and texture and gives them confidence to purchase the product.

Honored for Excellence in Enhanced User Experience