Inspired by Surlyn®

From design dreams to Surlyn® realities
DuPont Cosmetic Solutions is celebrating 25 years of innovation in the cosmetic and perfume industry. With Surlyn® and new process technologies, the package can stand out of the shelf even more and your brand identity can leverage its full potential to delight customers.

Discover through these pages new trends.

“On-the-go luxury perfumes”, enabled by DuPont Surlyn® 3D technology, allows “nomadic” convenience without any compromise on luxury!

Sustainable packaging trend, that DuPont addresses with its new Biomax®PTT, a new hybrid high-performance material, will help reduce its environmental footprints without sacrificing aesthetics and performance.

In our Functional Aesthetics Laboratory in Switzerland, we have developed some new cosmetic and perfume packaging concepts, produced using production techniques such as injection moulding, blow moulding and the Surlyn® 3D overmoulding technology which allow the inspirations presented here to be turned from design dreams to Surlyn® realities. DuPont Cosmetic Solutions has prepared this Inspirations Book to help Brand owners and designers take full advantages of new technologies that can help turn challenging times into new opportunities.

Innovations and creative designs are becoming critical to differentiate from competition and to access new markets and consumers. Inspired by Surlyn®, Thierry de Baschmakoff from Aesthete Agence de Creation suggests in this book new inspirations, pushing limits of design, breaking traditional codes and creating new visual effects.

We wish you a pleasant journey discovering this book and giving life to your inspirations.

Jonathan Cohen
Global Marketing Manager
DuPont Cosmetic Solutions

From design dreams to Surlyn® realities...
Pushing the limits of design...
Inspired by Surlyn®

25 years of innovation
Since 1984-85, major cosmetic designers and high-end brand owners use Surlyn® for their most innovative and appealing packaging. Surlyn® provides a unique, paradoxical combination of characteristics: pure transparency with strong and durable chemical resistance, luxury noise with impact toughness, abrasion resistance with a soft silky touch, ability to mold complex shapes with invisible injection gate. These characteristics have enabled the design of cosmetic packaging with visual and tactile appeal, hitherto unmatched by other materials. Surlyn® reveals the sensoriality of the material: feel it, listen to it, look at it, you’ll be amazed.
**Inspired by Surlyn®**

- Lightweight & scratch resistant for optimal on-the-go convenience
- No risk of breakage
- Labels & decorations inside the bottle, protected durably by Surlyn® layer
- Luxury transparent thick walls and crystal effects
- Frosted & glossy surface straight out from the mould

**Nomadic Lifestyle**

Running from the office to the fitness club and then to the theater at night, she keeps a small and "chic" lightweight container in her handbag. A sublime luxury kit travelling with her all the day together with the fragrance and the beauty brand...
• Break traditional codes with new complex shapes to give modernity touch to Fragrance package
• Myriad of possibilities to combine internal and external shapes
• Possibility to design sharp corners
• Depth & thickness variations
• Frosted translucent external surface
• Silky luxury touch
• Pearl and nacre effect on the internal insert
• Possibility to customize

Like the stones on the beach, the pearls in oysters, your cream jar is unique. The eye discovers the singular effect of gems, and the hand is caressing the soft, warm and natural surface, like a wild caress.
Inspired by Surlyn®

• Break the code and bring luxury transparency to mascara packaging
• Scratch resistance without coating
• Labels & decorations inside the bottle, protected durably by Surlyn® layer

• Inner container made of Selar® PA designed for waterproof mascaras and nail polish formulations
• High barrier and UV blocking properties

Be different with unique mascaras and nail polishes that claim who you really are: On-the-go and newly designed accessories with crystal clarity, scratch and impact resistance.

CARRY WHAT YOU ARE
Inspired by Surlyn®

• Control of external wall thickness
• Vast possibilities of decorating the insert
• Independent geometry of internal and external shapes
• Mix of glossy & frosted surfaces straight from the tool
• Control of neck dimension
• Possibility to produce limited edition series
• Laser printing and laser engraving of inner surface
• Thick base

Deep feeling, abyssal dive... there are many words to express the solid appearance effect of the base and the tremendous possibility to experiment with wall thickness or to include any form of interior decoration.
Inspired by Surlyn®

graceful gourmandise

Like a shell, a cream jar which feels as soft as the skin, a solid effect in direct contrast to its lightweight. The pleasure of the gourmandise visible from outside and to discover inside.

• Sensual, soft and silky touch
• New visual and texture decorative effects inside the bottle
• Variation in thickness

• Shiny base and crystal effect
• Toughness and resistance to breakage
• Pearl and nacre effect on the internal insert
**Inspired by Surlyn®**

- Break the code and bring luxury transparency
- Transparancy plus elegancy, without the fragility
- Crystals and faceting in injection moulding
- Easy to include text and graphics, labels, decorations and
  another key feature: editable looks and feels
- Inner container made of Selar® PA designed for
  the exceptional luminescent effect of Surlyn® when
  combined with reflective pigments.

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**Kaleidoscope carry what you are**

Your eye is amazed by

the abstract, frosted, faceted, luminescent material. Feeling the ultimate seduction of its sensual touch, your hand cannot wait to open the cap. Emphasize your own brilliance through the exceptional luminescent effect of Surlyn® when combined with reflective pigments.

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Designed by Aesthete Agence de Création. Surlyn® 3D over-moulding technology.
Inspired by Surlyn®

Dream of creation, wings of protection, a crystal angel is born from the subtle alchemy of authenticity and modernity. The authentic glass bottle is dressed with a delicate, elegant, unbreakable, and personalised Surlyn® wing, to capture the emotion of the perfume.

- Perfection in detail of the engraved structure for the wings
- Thickness variations
- Very complicated shapes

- Unbreakable
- Cap snap fits on the bottle
- Flexibility

Injection moulding
Inspired by Surlyn®

Material Paradox

Injection moulding

- Bottle casing
- Translucent, Fumed
- Frosted surface
- Overmoulding/snap fits with magnetic inserts
- Dark colours and depth visual effects
- Ergonomic fingerprints
- Sustainability (refillable)
- Overmoulding on metal, leather and fabrics

Let your emotions decide... men change like the currents in the sea... apparently the same but so different. Follow the movement and express virility through a unique association of Surlyn® and natural materials – all with a hi-tech touch!
Everywhere romance

She runs, she works, she travels all over the world. Everywhere she leaves the souvenir of a smell of romance. Her elegant evening dress fits in the incredible transparency of her small lightweight perfume bottle.

Inspired by Surlyn®

- Play with combination of colors, textures and shapes on both inner and outer layers
- Transparent thick walls
- Variation in thickness
- Thick Base
- Decoration in the mass allowing new visual deep effects
- More control on wall thickness
- Travel size possibility

Surlyn® 3D overmoulding technology
Inspired by Biomax®

It’s really the sun which shines through your package as it is made of renewable resources. Biomax® PTT is indeed a superior-aesthetics material, partially made of elements that grow with the sun.

- Renewable sourced material made from corn sugar
- Very glossy surface, no need for coating/finish
- Good scratch resistance
- Chemical resistance like polyester
- Neutral for opaque/transparent applications such as compact cases, caps, lipstick or jars

Injection moulding
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