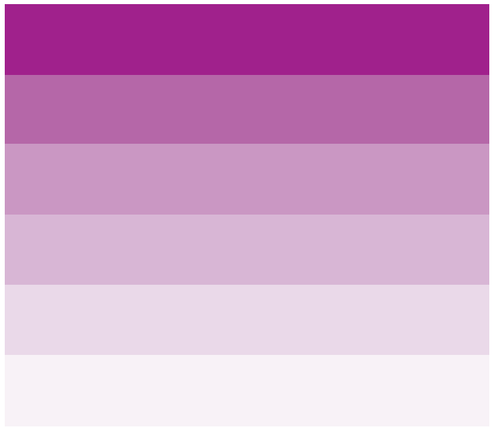
WELCOME TO A WORLD OF PURITY AND BEAUTY.



airless pack association

AIRLESS: when packaging really makes a difference.

The Airless Pack Association

Speaker: Mrs. Lucyna Silberstein
Airless Pack Association - Founder & President

What's an Airless Packaging?

"An airless packaging is a non-pressurized, tamper-proof, dispensing system, combining a mechanical activated pump and a container which, after filling and air tight sealed, delivers the product with no air in-take. The container is available with a soft pouch or a sliding piston."

Airless Pack Association

What's an Airless Packaging?

The first airless systems were adopted on a large scale by tooth paste makers in the mid '80s, for technical and marketing purposes.
Very quickly the cosmetic industry took the idea and further developed it.

AIRLESS SYSTEM FIRST GENERATION (THE PAST):

- Basic design
- Made of a lot of components
- High prices due to low competition and technical manufacturing limitations
- The pump system was designed for one container only (limited marketing approach).
- Higher production costs and limited choice of shapes.
- Very low profile and tooth paste looking packaging. Not the best for cosmetics.

AIRLESS SYSTEM SECOND GENERATION (THE PRESENT):

- Sophisticated design
- Less components
- Lower prices due to higher competition and to technical manufacturing solutions
- Different marketing approach (one pump with several shapes and for several containers)
- More choices

Traditional pack.

- With a traditional pump system, each time you dispense a dose of product there is an air in-take from the outside of the container which is equal to the amount of product that has been dispensed.

- The air in-take from the outside may pollute the cosmetic formula, may cause oxidation, may reduce the shelf life of the product and force cosmetic companies to use more preservatives and less natural ingredients.

Airless pack.

- With an Airless Packaging each time you dispense a dose of product there is NO AIR IN-TAKE from the outside of the container because only with Airless dispensing systems the amount of product that has been dispensed does not need to be replaced by air.

Our Mission.

To merge forces in promoting, explaining,
and informing clients and final consumers
about all the technical and functional advantages
of an Airless Packaging.

Our Activities

MARKETING ACTIONS:

1 - Dedicated Marketing team
2 - Internet site: www.airlesspackassociation.com
3 - Constant participation to major shows and events
4 - Press releases
5 - Direct Marketing actions
6 - “Airless Certified by APA” logo promotion

TECHNICAL EVALUATIONS:

1 - Dedicated Technical team
2 - Minimum Technical Requirements Chart that all members’ airless packs must comply with.
3 - Technical evaluation of all members’ airless packs to certify their performances.
4 - Technical evaluation of all new candidate members to verify that their products fully comply with the Minimum Technical Requirements Chart.

A Logo to Certify Quality.

- The Association has developed a logo to identify airless packaging manufactured by the associated companies.
- All the Packagings with the "Airless Certified by APA" logo must comply with the technical and functional requirements set by the Association in the APA Minimum Technical Requirements Chart.
- The logo guarantees clients and final consumers about the quality of the airless performances of the packaging they are buying.

The Members

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AIRLESS DISPENSERS

REXAM

Airless Certified by APA

Minimum Technical Requirements Chart

Critères Techniques Minimaux

Speaker: Mr. Jean-Philippe Taberlet
Airless Pack Association - Cofounder & Technical Team Leader

Minimum Technical Requirements Chart
Critères Techniques Minimaux

PRE-REQUIREMENTS

PRÉ-REQUIS SOCIÉTÉ	Classe I (Cosmétique)	Classe II (Pharmaceutique)	Classe III (Sans conservateurs)	Commentaires
Charte Ethique	Souhaitable	Souhaitable	idem Classe II	
Certification	ISO 9001 v2008	+ ISO 15378	idem Classe II	ISO 15378 = conditionement primaire médicaments
Absence de contrefaçon	Exigée	Exigée	idem Classe II	Vis-à-vis des adhérents et produits certifiés

PRÉ-REQUIS PRODUIT	Classe I (Cosmétique)	Classe II (Pharmaceutique)	Classe III (Sans conservateurs)	Commentaires	Méthode
Caractère Airless	Flacon	Flacon + Poussoir	idem Classe II	Vérification du principe de fonctionnement airless du pack	Sur plans et échantillons
Intégrité du dispenser	Non démontable	Non démontable + Non détachable	idem Classe II	Non démontable = l'utilisateur ne peut pas démonter le circuit produit (rupture de l'airless) Non détachable = l'utilisateur ne peut pas arracher le poussoir	Test manuel
Matériaux en contact	Alimentaire	FDA / Phamacopées	idem Classe II	Dans les deux cas les matériaux doivent être tracés	Certificats matières

Minimum Technical Requirements Chart
Critères Techniques Minimaux

PRODUCT PERFORMANCES

PERFORMANCES PRODUIT	Classe I (Cosmétique)	Classe II (Pharmaceutique)	Classe III (Sans conservateurs)	Commentaires	Méthode
Etanchéité instantanée	Flacon rempli (Eau et crème 10.000 cps) Pression 700 hPa	- Flacon vide Pression 400 hPa - Flacon rempli (Eau et crème 10.000 cps) Pression 400 hPa	idem Classe II	Vérification de l'étanchéité du pack vis-à-vis de l'extérieur (absence de fuites).	ASTM D4991 - 07 Immersion sous vide Contrôle visuel des fuites
Etanchéité dans le temps	< 0,5% (TA) < 1,0% (40°)	< 0,1% (TA) < 0,3% (40°)	idem Classe II	Vérification de la perméabilité du pack dans le temps (absence d'évaporation)	Perte en masse à l'éthanol (T° ambiante / 40°C) 1 mois
Protection	Etanchéité simple	UV	UV - Oxygène	Au-delà du seul caractère airless, le pack est-il capable de protéger totalement le contenu contre les UV et l'Oxygène ?	Méthode à préciser
Amorçage	Non garanti	Garanti à VM/D+1	idem Classe II	Maîtrise du nombe de doses d'amorçage. Le nombre de doses d'amorçage est dépendant du Volume Mort (VM) du système et de la dose délivrée par la pompe (D).	Remplissage gravimétrique et amorçage (Eau et crème 10.000 cps)

Minimum Technical Requirements Chart

Critères Techniques Minimaux

PRODUCT PERFORMANCES

PERFORMANCES PRODUIT	Classe I (Cosmétique)	Classe II (Pharmaceutique)	Classe III (Sans conservateurs)	Commentaires	Méthode
Restitution totale	> 90%	> 90%	idem Classe II	Mesure de la masse totale extractible en fonctionnement normal	Remplissage gravimétrique puis pesage de la vidange totale par pompage. (Eau et crème 10.000 cps)
Restitution doses conformes	-	> 85%	idem Classe II	Mesure de la masse des doses conformes extractibles en fonctionnement normal. (les doses incomplètes lors de l'amorçage et de la fin de vidange ne sont pas prises en compte)	Remplissage gravimétrique puis pesée individuelle des doses extraites. Seules les doses conformes sont prises en compte. (Eau et crème 10.000 cps)
Précision de la dose	± 10%	± 5%	idem Classe II	Vérifier que la dose délivrée correspond au nominal annoncé	Pharmacopée EUR Eau et crème 10.000 cps
Régularité de la dose	± 20%	Pharmacopées	idem Classe II	Vérifier que la dose délivrée est reproductible	Pharmacopée EUR Eau et crème 10.000 cps
Intégrité au drop test	Circuit produit	Pack complet	idem Classe II	Intégrité circuit produit : le choc ne doit pas compromettre le fonctionnement airless. Pack complet : aucune pièce du pack ne doit être cassée par le choc.	ASTM D6344-04 (2009) Drop test : chute de 1,50 m sur une surface dure.
Reprise d'air au drop test	Acceptable	Exclue	idem Classe II	Vérification de l'absence de reprise d'air dans le circuit produit lors du choc.	ASTM D6344-04 (2009)

Minimum Technical Requirements Chart
Critères Techniques Minimaux

PRODUCT PERFORMANCES

MICROBIOLOGIE	Classe I (Cosmétique)	Classe II (Pharmaceutique)	Classe III (Sans conservateurs)	Commentaires	Méthode
Pack stérilisable	Non	Non	Oui	Le Pack doit supporter la stérilisation selon les méthodes admises par les pharmacopées (Chaleur, Oxyde d'éthylène, Rayons gammas) sans dégradation des matériaux ni déformation des pièces mattant en cause son fonctionnement airless.	Stérilisation selon le procédé choisi puius analyse dégradations / fonctionnement.
Maintien de la stérilité en cours d'utilisation	Non	Non	Oui	En l'absence de conservateurs, la stérilité du contenu (poussoir + flacon) doit être préservée pendant la phase de stockage et pendant la phase d'utilisation.	Test microbiologique après stockage de 3 mois et en cours d'utilisation.

Minimum Technical Requirements Chart
Critères Techniques Minimaux

- In order to be certified by the Airless Pack Association, products must comply with the APA Minimum Technical Requirements Chart.

- Only products that comply with the APA Minimum Technical Requirements Chart and get certified can use the logo "Airless Certified by APA"

- The Airless Pack Association guarantees clients and final consumers that all the certified packagings comply with the APA Minimum Technical Requirements Chart.

The Airless Pack Association Marketing Issues

Speaker: Mr. Stefano Focolari
Airless Pack Association - Marketing Team Leader

Everybody is going Airless.

Today Airless Pack is the fastest growing product category in the cosmetic industry (european market is estimated in half a billion units in 2010 and growing...).

REASONS WHY:

SPECIAL ADVANCED FORMULATIONS

The cosmetic/skin care market is more and more going towards special formulations and technologically advanced ingredients.
These improved formulations need airless dispensing systems to maintain the stability of certain ingredients.

LITTLE OR NO PRESERVATIVES

With the use of an Airless system with a pump there is no exterior contamination of the cosmetic product. This allows a sensible reduction or even total absence of preservative agents.
Keep in mind that some preservative agents are known to be subject to controversial issues regarding their side effects on health.

Everybody is going Airless.

REASONS WHY:

PERFECT FOR SENSITIVE FORMULAS

By preventing air oxidation, the Airless bottles preserve sensitive cosmetic ingredients, such as vitamin C, Retinol, etc. from deteriorating.

PRODUCT PURITY IS GUARANTEED

Being "Tamper-Proof", Airless Systems guarantee maximum protection against bacteria and micro-organism (viruses, fungi, yeasts) and some allergens (pollens, spores, dust).

MORE NATURAL INGREDIENTS

Since there is no exterior air contamination, reduction or total absence of preservatives and maximum protection from outside organisms. Airless Systems allow to use more natural ingredients in the cosmetic formulas.

Everybody is going Airless.

REASONS WHY:

LITTLE OR NO PRODUCT WASTE
Airless systems allow a good product restitution and reduce product residue almost to zero.
The more product can be distributed the less is wasted.

CONTROLLED DOSAGE
Airless systems have an extremely precise distribution and Airless bottles work in any position including upside down, making them easier to use.

HIGH DENSITY PRODUCTS
Airless systems allow to distribute high density formulations that can not be distributed by a traditional pump.

Only Real Airless

- Just like it often happens with most successful products that have a fast growing market demand (like Parmesan cheese, Lycra, Gore-Tex,Tetrapack, etc., etc.), the Airless Packaging market has been also polluted with a lot of “look alikes” or with semi Airless or almost airless packs.
- Those packagings have the look and sometimes few features of an Airless Packaging but they are not Real Airlesses.
- Only Real Airless systems can guarantee all the features and benefits that we saw before.
- In order to inform clients and final users that the packaging they are buying is a Real Airless and to guarantee its performances, the Airless Pack Association has developed the logo “Airless Certified By APA” (just like it was done by Parmesan cheese, Lycra, Gore-Tex, Tetrapack, etc., etc.)

A Logo to Certify Quality

- The logo is a registered trademark, property of the Airless Pack Association
- The logo can be used only by the members of the Airless Pack Association
- The logo can be used only if the packaging passed all the tests done by the APA technical team and only if it complies with the APA Minimum Technical Requirements Chart
- The logo is a badge of quality

A Logo that guarantees

- Total product's integrity
- Protection against external germs
- Protection against oxidation
- Stability of innovative or delicate ingredients
- A longer shelf-life with less or no preservatives
- The use of more natural ingredients in the formulas
- No product waste
- A precise and controlled dispensing dosage in any position, even upside down
- A gas-free and easy to use packaging
- The possibility to dispense high density formulas

Use the Logo...

- All member companies of the Airless Pack Association can use the “Airless Certified by APA” logo engraved on the bottom of the pack and on all their communication (adv, brochures, catalogues, etc.).
- Cosmetic firms that buy an airless packaging from one of the member companies of the Airless Pack Association can also use the “Airless Certified by APA” logo on all the communication towards the final consumer (adv, brochures, in store panels, printed on the pack, etc.).
- A great marketing idea to inform the final users about Airless performances and benefits, and a good way to enhance the quality and the product.

...look for the Logo

- Engraved at the bottom of the packaging
- Printed on the packaging
- On the communication (adv, brochures, in store panels, etc.)

airless pack association

Thank you for your attention and have a wonderful evening.

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