



SpaManicure Citrus Insert

by Creative Nail Design

Creative Nail Design got “fresh” with customers last year with its SpaManicure citrus magazine insert. The insert included a packette in the shape of a lemon slice next to a lime slice, with photograph-quality graphics that replicate the look of the actual fruits.

“The SpaManicure product line is an aromatherapeutic citrus system designed to hydrate, replenish, and revive the hands,” says Ana Zuazo, marketing manager for Creative Nail Design (Vista, CA). “The inspiration behind the lemon-and-lime shape of the packette was twofold. First, it [symbolized] the source of ingredients in the products. Second, we wanted to continue a precedent established from a previous foil packette designed in the shape of a cucumber slice, which successfully promoted our SpaPedicure Cucumber Heel Therapy product, a rich, restorative heel cream

that features cucumber as one of its ingredients.” Creative Nail Design’s in-house designer fashioned the cucumber packette, which Identipak Inc. (McAllen, TX) then produced.

Creative Nail Design and Identipak also collaborated on creating the SpaManicure citrus sampler. The packette is die-cut in the shape of a lime slice in the foreground and a lemon slice in the background. It is more complex than the cucumber-shaped packette. First, the lemon-and-lime packette is a single packette holding two different products. The lime portion of the packette holds SpaManicure Exfoliating Crystals, and the lemon portion holds SpaManicure Crystal Activator. In order to keep the two products from mixing in the single packette, the packette was sealed in the middle to form two compartments.

Because Identipak specializes in die-cut packettes, the company had the tooling necessary for the

our tooling. Once the tooling was done, however, filling it was a piece of cake.”

Printing the images of lemon and lime slices was key to getting the packette’s realistic look. To achieve the image of the lemon and lime, Identipak used five-color high-definition flexographic printing. Creative Nail Design’s internal creative services department designed the packette and provided Identipak with graphics, digital text, and digital photographs of the lemon and lime slices. “The [packette] needed to look like actual lemon and lime slices; therefore, the graphics and the irregular shape of the packette needed to be as realistic as possible,” says Sanchez. The slices are not shaped as perfect circles; rather, they follow the organic shape of fruits.

The card to which the packette was attached was printed with four-color offset printing. Images of the lemon and lime slices were printed on the citrus card, so that the packette blended in with the pattern. The packette was hand-tipped using a removable adhesive, so that customers can easily remove the packette for use.

The citrus insert was featured in spa and salon publications. “We have received extremely positive feedback from customers, readers, and industry insiders,” says Zuazo. “During this promotion, calls to our customer service hotline significantly increased, along with sales in this category.”





Sampling & Unit Dosing: Big Developments

Demand, innovation, and production are growing for small-sized packages.

by [Jennifer Kwok](#), Managing Editor

Suppliers report that demand for unit-dose and sample packaging is up. To accommodate this trend, several suppliers have even expanded their facilities.

Identipak Inc. (McAllen, TX) has increased its annual production capacity to 200 million sachets. Margery Woodin, vice president of marketing and sales, suggests that demand is related to an increased frequency of product launches. “Instead of launching products every two years, brands are now launching them every six months,” she says. “Of course, new launches require new samples. That’s good news for the sample packaging industry.”

While stepping up production, suppliers are simultaneously introducing new packages that are as exciting as the new products in them.

High-End Looks

Marketers are demanding better aesthetics for sample packages. To this end, several suppliers announced new developments.



For Giovanni Cosmetics’ Smooth as Silk hair care line, supplier Identipak created a sachet with a silky matte finish.

Identipak Inc. created a high-end matte look for a sachet for Giovanni Cosmetics’ Smooth as Silk protein-infusion hair treatment product. To match the overall style of Giovanni’s packaging line, which has a matte look, Identipak finished the sachet with an OPP matte over-lamination for a smooth, silky feel.

Innovating Structures

Exceptional package structures are also catching marketers' eyes. Suppliers' newest constructions offer customers unique benefits. Unique shapes are also in vogue. Identipak is now able to package granulated products such as bath crystals into sachets that are die-cut in custom shapes. Attaching samplers to printed cards is also popular and allows for more room for instructions and meeting labeling regulations.



Sampling & Unit Dosing: Getting In Shape



Back to Basics chose two different tube-shaped packettes to help customers differentiate between two retail tubes.

With new custom shapes and sizes, sample packages are in fine form.

by [Jennifer Kwok](#), Managing Editor

Product samples help marketers give consumers something they want—a chance to try a product before committing to buying it. Nowadays, marketers are catering even more to consumers by customizing sample packages so they appeal to the target audience. From packettes to ampules and vials, sample packages across the board are being updated with new shapes that not only market well but that are functional too.

Profiling Packettes

In the area of packettes, die-cut custom shapes are in high demand. Customers like die-cut packettes because they are a departure from standard rectangular shapes. Marketers especially like packettes that simulate the shape of a retail package because they help customers make a connection between the sample and the package on the retail shelf.

“When a customer gets a sample and it looks exactly like the actual retail bottle, it helps them to easily differentiate the retail package in stores,” says Margery Woodin, vice president of marketing and sales for supplier Identipak.

Die-cut packettes don’t necessarily have to cost a lot more than standard packettes. Mostly, it depends on how well equipped a supplier’s facilities are for producing die-cut packages.

Because die-cutting is Identipak’s forte, Woodin says that the firm’s custom tooling is very affordable. “When we started the company, we designed our equipment and tooling to be affordable, even for small companies,” she says. “And even if the price difference between a standard packette and a die-cut packette is as much as 7%, the difference gained in brand identity is huge.”

Woodin says that one of Identipak’s most requested packette shapes is the tube. Back to Basics, a Graham Webb brand, asked Identipak to create two different tube-shaped packettes for styling products from its brand-new Curl Refreshing Collection and Bamboo Straightening Collection. Both lines launched in May.

Because the two styling products have differently shaped retail tubes, Back to Basics chose two different tube shapes for the packettes. Lisa O’Connor, the executive director of marketing for Back to Basics, says that the two packettes will help customers, as well as salon employees, tell the difference between the two new products. “Because we were launching more than one product in a purple tube, we were concerned that people would confuse the two. So we wanted to be sure that we didn’t just use one packette shape for both products,” she says. “One of the retail tubes is tall and slender, and the other tube is short and squat. When you see the packettes, that’s how they look.”



Simulating Retail Packages



