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# REXAM

Rexam Make Up

## Rexam helps Rimmel renew lipstick packaging

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Coty's Rimmel London brand has again turned to Rexam expertise as trend setting colour brand contemporizes its packaging, this time for the just-released Moisture Renew Lipstick, unveiled at Luxe Pack.

Recently, Rexam Make Up the world leader in lipstick packaging helped the brand achieve an elegant, modern, quality package for its Rimmel Vinyl Gloss as well as for the company's Lasting Finish lipstick.

Rexam Make Up's elegant, modern purple metallization of the Moisture Renew cap and base combined with austylish, slanted cover elevates the shelf appeal of this new lipstick. The striking packaging also boasts a transparent ring which shows off the silver metalized mechanism of the lipstick creating a stunning reflection of light.

In addition to the appealing, contemporary color and diagonal cap, the new Rimmel lipstick features the company's first square package design, a powerful stylistic departure designed to attract consumer attention.

As with Rexam Make Up's work for Rimmel's Vinyl Gloss and Lasting Finish Lipstick, an invisible injection point was achieved through its artful positioning at the center of the engraved Rimmel crown atop the Moisture Renew lipstick's cap.

"Our latest assignment with Rimmel again demonstrates the accelerating trend towards upgraded packaging, which offers brands tremendous return on investment," said Pauline Uhlen, Product Manager – Make Up, Rexam Personal Care. "It also underscores our production flexibility, which allowed us to minimize



Rimmel London is a trend setting colour brand acquired by Coty in 1996, it is, today, Britain's best-known beauty brand and one of Coty's most iconic investments. And, according to Rexam Make Up's Uhlen, the brand is a favorite of youthful fashionistas, who revere Rimmel's high quality and innovative products, which are sold in more than 40 countries around the world.

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