



**WORLDSTAR
WINNER
2013-2014**

Health & Beauty

32 Entries

9 winners

Entry Name: Aquiesse Portfolio Candle Tin
Entry Number: 0019/HB
Company: Planet Canit LLC
Country: USA
National Competition: United States of America, AmeriStar
Email: vprice@planetcanit.com
Website: www.planetcanit.com

The metal candle packaging provided a market breakthrough for Aquiesse. Its immediate acceptance as a branded, luxury product extension is an endorsement of its relevance, substance and price point. Positioned as a beautiful accessory, it is visually elegant, protects precious surfaces from heat, and has a hidden compartment for matches.



Entry Name: DUREX Mutual Pleasure Display
Entry Number: 0150/HB
Company: STI Group
Country: Germany
National Competition: Hungary, Hungaropack
Email: sabine.doering@sti-group.com
Website: www.sti-group.com

The DUREX display with its youthful vigorous style immediately grabs the buyers' attention at the POS. It helps brand identification, and also provides a safe product display for the adult age groups only. Corrugated material is suitable for high standard product presentation and makes the display a recyclable product. The loaded display can be delivered without dropping out the condom boxes from the shelves. Thus, transport costs can be optimized and the concept eases the supermarket employees work. Adding a plastic tray to the bottom prevents the paper based raw material absorbing moisture and can be easily slid.



Entry Name: Holographic Bag
Entry Number: 0207/HB
Company: Antilhas
Country: Brazil
National Competition: Brazil, Premio Abre Design e Embalagem / ABRE
Email: caroline.balaz@antilhas.com.br
Website: www.antilhas.com.br

The production of our bags involved the conversion of more than 700T of paper, the biggest UV Cast & Cure project that we took notice. By this technology, the holographic effect was obtained by using the same film many times (almost 20). So, the process is obviously more sustainable. In this project, we also used Overbags®, our patented item developed to close bags as a gift package. It contributed to reduce the paper consumption in 75% by dispensing the use of a gift box.



Entry Name: Moony wet wipes outer container
Entry Number: 0078/HB
Company: Toppan Printing CO. LTD, Unicharm Corporation
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: keita_2.sato@toppan.co.jp
Website: www.toppan.co.jp

This is an outer container for baby wipes that is designed to be easy to use. A “lift up” function has been incorporated in the base so that it is still easy to pull the wipes out when the number remaining in the container is low. Despite using no special materials, this container has successfully passed 300 durability tests.



Entry Name: Natura Plant
Entry Number: 0204/HB
Company: Natura
Country: Brazil
National Competition: Brazil, Premio Abre Design e Embalagem / ABRE
Email: paulamatara@natura.net
Website: www.natura.net

New Line Plant brings a unique design, with iconic representation / brand identity following forms of nature, reduced environmental impact, ergonomics and convenience that provides easy handling and comfort during use. Valuation of products bringing touch of sophistication / innovation, and increased market penetration with new enhanced value proposition.



Entry Name: Natura UNA Parfum
Entry Number: 0254/HB
Company: Natura
Country: Brazil
National Competition: Brazil, Premio Abre Design e Embalagem / ABRE
Email: monicafrohlich.proativa@natura.net
Website: www.natura.net

The sophisticated design and the clear excellence on its execution transmits the quality and personality, primal on this category. The bottle, made of high transparency French glass, has a thick base and a high quality fire polishing process, which increases the brightness and eliminates any process marks. The cap, made of glass and aluminium, adds an undeniable value and completes the simple and sophisticated design. The cartridge contrasts the brightness of the hot-stamping with the softness of the matte laminated carton.



Entry Name: **SOU**
Entry Number: 0239/HB
Company: Natura
Country: Brazil
National Competition: Brazil, Premio Abre Design e Embalagem / ABRE
Email: monicafrohlich.proativa@natura.net
Website: www.natura.net

SOU broke paradigms to provide a modern pack, with a design inspired in a drop that uses much less plastic (70% less than conventional packaging). It reduces waste, emits about 50% less CO2 than traditional packaging, and takes up less space in transport, home and disposal. Sou brings new products in a stand-up pouch with a cap in vibrant colours for body and hair care. It's produced in an efficient continuous process, hence economic prices. Sou reinforces the Natura commitment with sustainable development and shows to the customer the opportunity of a conscious consumption



Entry Name: **True Passion**
Entry Number: 0058/HB
Company: Compañía Vidriera SA de CV (Vitro)
Country: Mexico
National Competition: Mexico, Envase Estelar (AMEE)
Email: agarzay@vitro.com
Website: www.vitro.com

True Passion 60 ml. is a fragrance, sheltered in a container with vibrant red, a silver screen, inspired by the flower of the Passion in Brazil and accentuates the passion that women express in all aspects of their life. The tap mimics a heel cap that evokes fine female seduction.



Entry Name: Vivel Luxury Creme Olive Butter
Entry Number: 0169/HB
Company: ITC Limited, Packaging & Printing SBU
Country: India
National Competition: India, Indiarstar
Email: voruganti.rajesh@itc.in
Website: www.itcportal.com

This carton presents an innovation in soap packaging that is the epitome of consumer convenience. The soap is packed in a well crafted flip top carton with easy to break perforations, surrounded by a laser silver diffraction foil band, to give the consumer a unique open-close experience. This soap carton comes with a shrink wrapper with a handy tear-off strip which is something that any other soap is yet to portray. This mechanism lets you take off the shrink wrap with elegance & the soap is also well protected to retain the freshness.

