



## Application note



### Laser marking

# Meeting regulatory requirements while helping to protect valuable cosmetic brands



**Legal regulations, logistic requirements, counterfeit protection and product aesthetics all call for high quality codes on cosmetics. Consumers and producers alike benefit from codes that are permanent and clearly legible. High quality laser codes can help boost consumer confidence while also empowering business and regulatory initiatives for traceability and cosmetic safety.**

## The Challenge

The codes on cosmetic products need to fulfill a variety of different requirements. For producers, they must comply with regulations, be easily printed on varying packaging designs and shapes, and need to be traceable for tracking purposes. For brand and packaging design needs, codes must be cleanly and consistently applied while also being complementary to the product's package and brand image. For consumer confidence and brand protection, codes are also paramount in fighting against counterfeiting and product diversion.

## The Videojet advantage

Videojet helps manufacturers stay on top of industry trends and changes in global legislation by providing in-depth application knowledge and expertise.

Videojet offers advanced laser marking solutions that can print more than just batch, date and lot codes. Videojet lasers can apply variable text, bar codes, logos, images and more. This coding variability helps enable manufacturers to permanently mark items on their packaging such as:

- Product color detail
- DataMatrix codes
- Shipping bar codes
- Regulatory messaging
- UPC codes
- Icons
- Ingredients
- Custom content for promotions, etc.

Additionally, Videojet laser codes can help manufacturers with internal and external track and trace initiatives. And with the use of overt and covert codes, producers can better fight costly counterfeiting and diversion of their product.

# The fight against counterfeiting

Coding and marking technology can provide a whole new level of visibility and tracking to your distribution channel. With easy-to-use laser coding solutions from Videojet, you can build a stronger foundation in support of your existing distribution chain and anti-diversion efforts. Smart coding can provide optimum visibility to help you protect your brands and your profitability.



## Indelible codes

Both visible and covert codes are an important layer of defense against counterfeiting and diversion, and an effective means of supporting your brand protection efforts. Lasers offer permanent marks, which protects codes from being tampered with by unauthorized channels. Moreover, their high quality marks enable clear, smart coding techniques and help instill brand confidence with customers.

## Coding process and permanence

A laser marking beam changes the surface properties of the package being marked, generating an indelible code. Depending on the product substrate, the code is either marked by ablation of a color layer, by engraving the surface, or by creating a color change on the surface. Since the laser beam changes the material, the laser code cannot be taken off without destroying the product's surface. Therefore, the code is nearly impossible to remove without changing the appearance of the product and/or packaging, making it an unattractive target for unauthorized parties.

## Logo and graphic capabilities

Extremely versatile and capable of creating high resolution, high contrast codes on almost any material, lasers are a viable choice for a large variety of substrates. Additionally, lasers can easily produce precision logos and graphics, and can help producers meet regulatory requirements.



## EU 1223/2009 coding requirements

To maintain compliance in the EU, cosmetic manufacturers must code their products with the following:

- Name and address of person responsible for compliance with the rules
- A pictogram indicating the date of minimum durability or the period of time that the product is safe for use after opening
- Nanomaterials must be indicated in the list of ingredients, with their names followed by "nano"

# Cosmetic code content

Laser marking provides flexibility for on-demand customization and localization of code and logo information on packaging. By utilizing an on-demand marking solution, cosmetic producers can reduce their use of pre-printed packaging SKUs and the cost associated with purchasing and managing complex packaging inventories.



## High quality marks for product aesthetics and branding

Packaging is an essential marketing tool for cosmetics. It is a primary method for communicating brand image to consumers who are drawn to products with the most iconic or eye-catching designs. Brand marketers spend considerable time and money developing and implementing product packaging so that it reflects the premium brand promise of their product. It is for this reason that misplaced, distorted, or messy codes can turn off consumers and ruin an outstanding package design. Lasers create clean, clear, aesthetically pleasing codes that can help protect your packaging investment and brand image.

## Helping to reduce manufacturing complexity

With a digital laser marking solution, manufacturers have the increased flexibility to quickly add a seasonal message on a product around a holiday or add a "new look" message to call out innovations on new packaging. Additionally, changes in regulatory requirements, such as ingredient disclosures, can be performed easily via the intuitive controller interface. This eliminates the need to redesign and order new packaging that will only be used for a limited time. Manufacturers can avoid getting left with out-of-date or incorrectly pre-printed packaging inventory.



## DataMatrix coding

DataMatrix codes are two-dimensional bar codes consisting of black and white cells arranged in a square which can be encoded with text or numeric data. These codes provide a powerful brand protection tool because they can store important supply chain and production information. When added to the package before production, additional data about each product can be tracked at each stage of production and distribution.



# Coding and marking solutions for cosmetics

## Videojet® 3140/3340

Laser marking system

- High speed capability allows marking at 150,000 products per hour
- High quality, permanent codes help ensure product traceability and tamper-proofing
- Large selection of mark window options offers optimally matched applications for faster marking



## Videojet® 7510/7610

Laser marking system

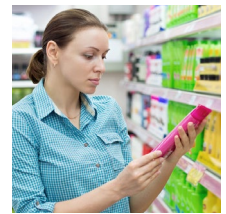
- High precision scan head delivers high quality codes across the entire mark window
- Optimized to mark-on-the-fly at line speeds up to 600 m/min
- Air-cooled laser source virtually eliminates maintenance intervals



## Videojet® 7810

Laser marking system

- High throughput on both rotary and linear applications up to 250 products per minute
- Repeatable high contrast color change for top grade vision readability on white HDPE/LDPE packaging
- No daily mechanical maintenance procedures help increase uptime



## The Bottom Line

Videojet offers a wide portfolio of laser systems to code products with high quality alphanumeric text, 2D codes, logos and more. Industry and laser experts, we help manufacturers select the ideal laser solution for optimizing their line efficiency. We can also help simplify logistic processes with overt and covert coding solutions that help fight against counterfeit and falsification.

**Outstanding code quality is reflective of your brand and the aesthetics of your packaging design. Ask your local Videojet representative for more guidance on how our laser solutions can help simplify your production and protect your product and brand image.**

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