

Parfums Christian Dior embraces Axilone's recycled magnets for premium beauty packagings

Paris, May 26th 2025

Magnets are an iconic components of a luxury packaging, and they are also the focus of research aimed at making them more sustainable. AXILONE, one of the leader packaging manufacturer for luxury cosmetics, and PARFUMS CHRISTIAN DIOR, among the most famous and pioneering prestige brands worldwide, have teamed up to study this subject together and are now able to present their first outcome reducing their carbon footprint by 40 %.

MAGNETIC CLOSURES: STILL AS LUXURIOUS, NOW MORE VIRTUOUS

Magnets are the key component for creating a "click-effect" upon closure and the distinctive sound signature unique to each brand. However, magnets require the use of rare earth elements, which are essential for achieving magnetic properties but are also a scarce and fragile resource. In the luxury packaging industry, the challenge becomes: how can we preserve these magnetic functionalities while reducing their environmental footprint? Solutions have been now developed and are brought to the market.

The use of magnets in the beauty industry involves particular constraints: they must be very small in order to fit into tiny packaging, therefore have a strong magnetic power, and-multiple polarization options. Because they meet all these requirements and have high magnetic density, neodymium-based magnets are the preferred choice for beauty packaging.

"Rare earths are one of the most significant elements in the environmental impact of magnets, so we decided to focus on this specific point and to look for post-consumer recycling supplies solutions" precises Reynald Trochel, Innovation Director at Axilone.

"Magnets represent 2.5 % of the weight composition of a fragrance such as Sauvage. However they represent almost 25 % of the material Carbon footprint of the same fragrance because of their very high specific emission factor. This is why Parfums Christian Dior have embraced the solution of Axilone's recycled magnets to reduce the carbon footprint of the magnets by 40 %." says Philippe Renault Innovation & Packaging Development Director at PARFUMS CHRISTIAN DIOR.

Thanks to this initiative, AXILONE is now offering packaging solutions incorporating magnets made from several 100 % PCR recycled rare earths, leading to a global 40 % carbon footprint reduction of the magnets.

Together with long-standing partners, AXILONE has brought to the Beauty market this principle of Neodymium-Iron-Boron magnets made from certified 100 % PCR rare earths, while keeping their functional characteristics in terms of pull-off force, polarization options, magnetic field density, mechanical shock and corrosion resistance, their almost infinite lifespan... In addition to the sustainable characteristic of these rare earths, the magnets are manufactured at the highest social & environmental standards.

A COLLECTIVE COMMITMENT TO THE SERVICE OF THE ENVIRONMENT

AXILONE has placed CSR at the heart of its strategy and values, and joined forces with leading brands to develop sustainable solutions, without compromising on the luxury aspect and differentiation of packaging, such as specific gestures or the possibility of orienting packaging elements to highlight a logo or integrate into an overall design and concept.

"There is now no doubt that the new luxury has to be sustainable" says Laurent FONTAINE, Sales VP at Axilone, "and the most prestigious beauty brands are undeniably making this their spearhead. It was therefore completely natural, yet challenging, to build this magnetic approach to life with PARFUMS CHRISTIAN DIOR".

The long-standing partnership between PARFUMS CHRISTIAN DIOR and AXILONE enables the co-development of ever more virtuous packaging solutions: these magnets made from PCR-certified 100% recycled rare earths will soon be used on both 60ml and 200ml Sauvage bottle caps. The PCR certification will offer real traceability to consumers, who are increasingly concerned about the sustainability of the packaging they buy.



Figure 1. Credits PARFUMS CHRISTIAN DIOR



Figure 2. Credits AXILONE

About PARFUMS CHRISTIAN DIOR

Christian Dior described himself as a fashion and perfume designer. The House of Dior, founded in 1946, changed the face of ladies' style forever when its New Look was unveiled in the halls of 30 Avenue Montaigne on February 12, 1947. The revolutionary look was accompanied by a fragrance, Miss Dior, the finishing touch designed to "leave a trail of desire in a woman's wake". This timeless perfume was the first fragrance created by a visionary brand which invented the concept of global beauty with its Rouge Dior and subsequent cosmetic lines. The current-day trustees of this legendary expertise – Francis Kurkdjian, Perfume Creation Director, and Peter Philips, Creative and Image Director for Dior Makeup – are the heirs to Christian Dior's perfectionism.

About AXILONE

World leading luxury cosmetic packaging producer for skincare, fragrance and color cosmetics, Axilone designs and produces lipsticks, lipgloss, caps, collars, jars, compacts and mascara shells in metal & plastic. Well recognized for best-in-class service, eco-friendly commitments and innovative capabilities, Axilone teams in Europe, Asia and North America are the go-to for bespoke development and stock items. With its multi-material know-how expertise in plastic injection, aluminium transformation, decoration and assembly processes, Axilone relies on a global network of directly owned industrial sites in France, Spain and China. www.axilonegroup.com | [LinkedIn](#)

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