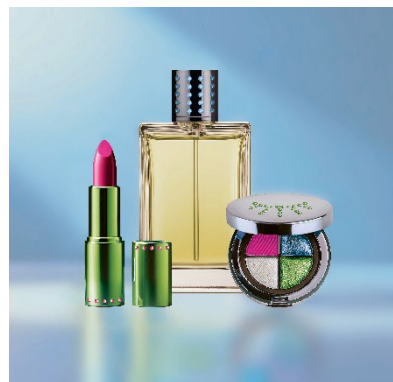
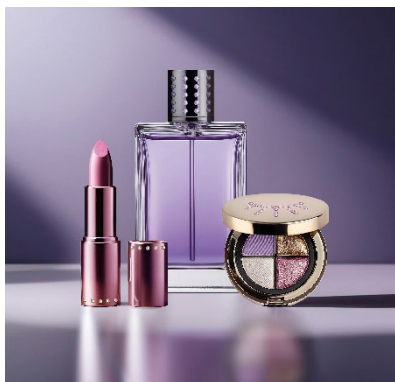


# **A PREMIUM, SUSTAINABLE DIAMOND EFFECT FOR EVER MORE 'ECO-PRECIOUS' BEAUTY PACKS**

**Paris, September 10, 2025**

**Axilone has drawn inspiration from jewelry to offer its customers a "diamond" effect, the ultimate precious stone, available on all metal surfaces, regardless of color or finish. Available in shiny silver to reproduce the precious effect of the iconic diamond, this finish is now available in colors, like colored diamonds, thus opening the door to even more creativity.**



## **WHEN INDUSTRY INTRODUCES THE ART OF JEWELRY...**

Building on its expertise in aluminum stamping and associated processes, such as anodizing, the Axilone group has expanded its process to offer a wide range of colors for its diamond effect, for ever more precious and creative results inspired by Fancy Color Diamonds. Visually similar to a real diamond, the diamond offered by Axilone also features a relief and faceted cut to give it all its shine, and a high level of durability provided by the anodizing process initially applied to the packaging. Available on flat or axisymmetric shapes, this design is available in all three segments covered by the group: makeup, fragrance, and skincare.

*"The innovation lies in the technique developed around this double anodization to give customers the choice of the color of the diamond. We relied on our metal expertise, and after a few*

*adaptations, we can now offer customers a much more creative diamond effect,” explains Reynald Trochel, the group’s Innovation Director. “It is all the more interesting because it is also part of a sustainable development approach.”*

Indeed, this new decoration process does not add any chemical additives to the packaging that would disrupt its initial recyclability.

### **... FOR REAL PREMIUM PACKAGING**

A symbol of luxury and rarity, diamonds make eyes sparkle around the world, across all generations. Offering this effect to the most prestigious Beauty Brands to showcase their packagings seems like a natural fit for Axilone. The group's Marketing Manager, Lucie Ray-Lalanne, continues: *"The luxury market is always looking for innovations, including in decorations and finishes, one of the main levers for differentiation. We are convinced that this new finishing proposition will offer our customers an additional way to express their creativity."*

This decoration expands Axilone's catalog, which now features around sixty differentiating effects. This is a strategic focus that the innovation team strives to develop each year, and the new features will be unveiled at the next Luxe Pack Monaco.

Meet us at Luxe Pack Monaco, Hall Ravel, booth RD08.

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### **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](http://www.axilonegroup.com) | [LinkedIn](#)

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