

LUXURIOUS, DIFFERENTIATING & SUSTAINABLE BEAUTY PENS: A NEW AXILONE OFFER

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To capitalize on the beauty market trends and anticipate its customers' needs, Axilone has developed a Beauty pen concept. The development of hybrid formulas combining care and color, the constant search for efficiency and precision, the ever-powerful appeal of differentiation... so many reasons and objectives for the group to launch a new format of fully customizable Beauty pens, combining precision, eco-design and high technology.



"Our expertise in mechanisms, conception, and manufacturing of lipsticks, both in plastic and metal, now allows us to offer our customers a pen format for Beauty. Our teams of experts - and in particular the innovation unit - have therefore worked on a new concept and capitalized on our know-how to develop a gesture with new functionalities," says Martin Haye, Group Strategy & Development Director.

The new range developed by Axilone comes in two versions, "push button" and rotating, for both solid and liquid formulas. *"For our offer to truly differentiate itself, we had to invent a new concept. To offer an innovative pack, with multiple applications, while taking into account two major objectives: meeting the Luxury requirements but also integrating the environmental dimension,"* explains Reynald Trochel, Innovation Director of the Group.

Refillable, with a single-material cartridge allowing recyclability, Axilone Beauty Pens are composed 'à la carte': choice of gesture, case, decoration and finish, multiple applicator options to adapt to the formula and dispense the right dose... so many advantages that the group will present to its customers at the next Paris Packaging Week.

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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