

AXILONE

LUXURY BEAUTY PACKAGING

FRAGRANCE

SKINCARE

MAKE UP

ABOUT US

OUR OFFER
FROM STANDARD TO
FULL CUSTOMIZATION

LATEST INNOVATIONS

Luxe Pack New York 2026

IN THIS BROCHURE...

ABOUT US 03

Where to find us
What makes us different

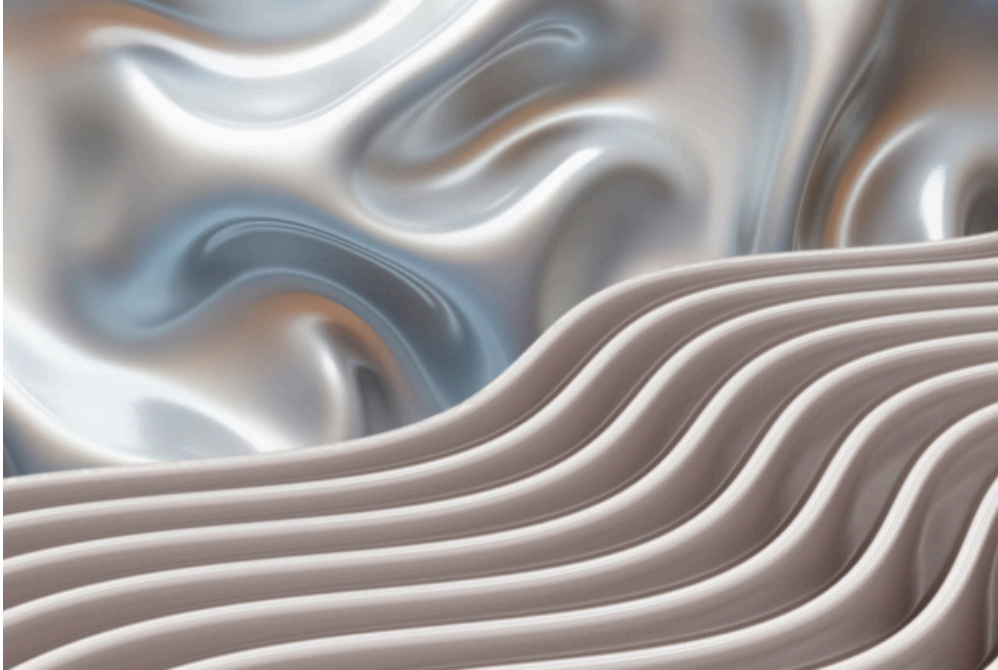
OUR OFFER 06

Design & Conceive
Processing Materials
Customize & Differentiate
Tailor & Adapt
Explore Creativity

OUR INNOVATION APPROACH 10

- Our innovation strategy
- Axilone innovations:
 - . Beauty Pens
 - . Fancy Colored Diamonds
 - . PCR Neodyme magnets
 - . Everlast range
 - . Big sticks range
 - . Axilone & Eastman
 - . Pure Metal
 - . Pure Metal x Penelope
 - . Reglow
 - . Pure Metal x Kali
 - . Miniature Perfumes





ABOUT US

Our mission: to innovate, design, manufacture and decorate plastic and metal primary packaging for fragrances, make-up and skincare products for the world's leading beauty brands.

Our ambition: to be the preferred partner of the world's leading beauty brands, by harnessing our creativity, innovation, agility and the passion of our global teams.

www.axilonegroup.com



Where to find us

With our multi-material know-how expertise in plastic injection, aluminium transformation, decoration and assembly processes, our group relies on a global network of directly owned industrial sites located in

USA

FRANCE

SPAIN

CHINA

What makes us different

World leader in premium lipsticks, offering both outer packaging and a wide range of mechanisms, utilizing the best resources on the market.



An innovative, responsive and dedicated partner

with a strong beauty DNA, which has integrated sustainable practices into its organization and all its processes.

A recognized expert and long-standing partner

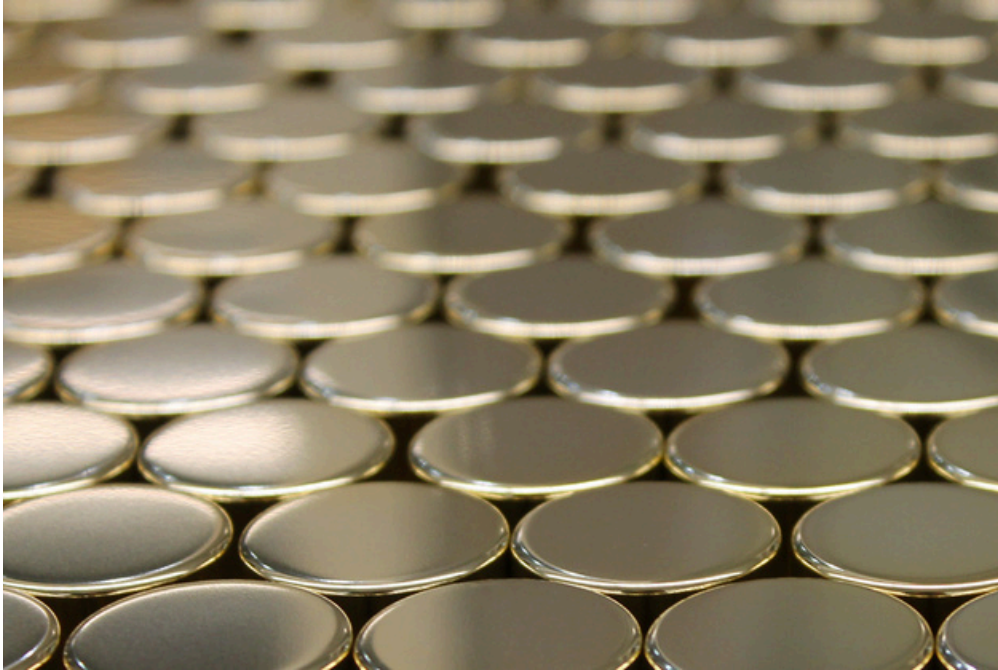
to beauty brands, offering complex and sustainable premium metal and plastic primary packaging solutions.

Complementary and innovative expertise

in skincare and makeup formulation, enabling us to offer a comprehensive service, particularly in Asia.

A people-centered

organization with a unique and versatile industrial presence, offering creativity, agility, and consistency in Europe and Asia.



OUR OFFER

As a partner to the most prestigious beauty brands, we place our expertise and talent at the service of their projects, offering them attractive, premium, and sustainable primary packaging solutions with the best possible functionality.

We transform plastic and aluminum materials for makeup, skincare, and fragrance, develop and manufacture mechanisms and packaging for lipsticks or beauty sticks, and offer multiple decoration and customization techniques. Our expertise, combined with our beauty DNA, allows us to bring our customers' ideas to life in a sustainable way.

1. Design & conceive

Drawing on our expertise in multiple processes and materials, including plastics and aluminum, we have developed a comprehensive and strategic approach especially suited for complex projects.



A COMPREHENSIVE
APPROACH



MASTERY OF TOOLING

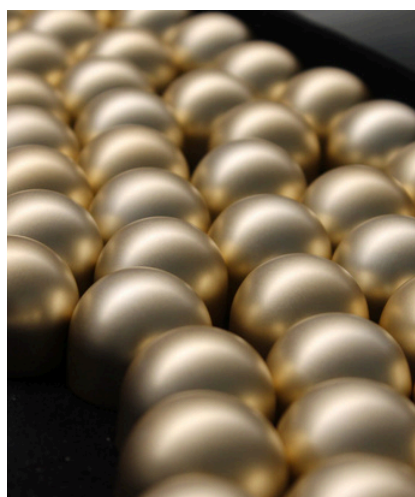
From initial sketches to manufacturing, assembly, and component decoration, we have end-to-end expertise, which gives us great agility in project development.

2. Processing materials

Our expertise in working with multiple materials allows us to offer a wide range of designs, producing all components for uniquely complex projects.



EXPERTISE
IN PLASTIC



MASTERY OF
ALUMINUM



ASSEMBLING:
PRECISION

3. Customize & differentiate

The design of beauty packaging is like a signature, an outfit, a reflection of an identity, a trend... It grounds a brand while allowing it to explore multiple horizons.

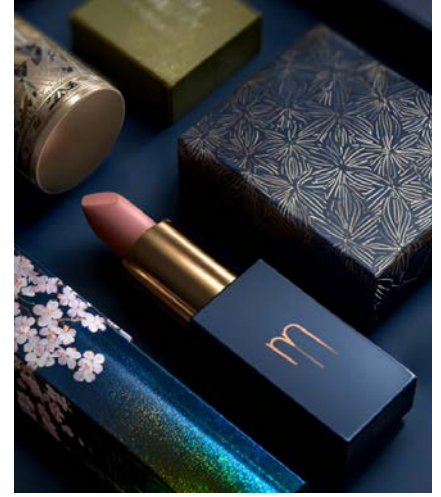
It requires strategic technical expertise, mastery of colors, effects, and patterns, as well as an innovative mindset.



ENDLESS
CUSTOMIZATION



SURFACE EFFECTS

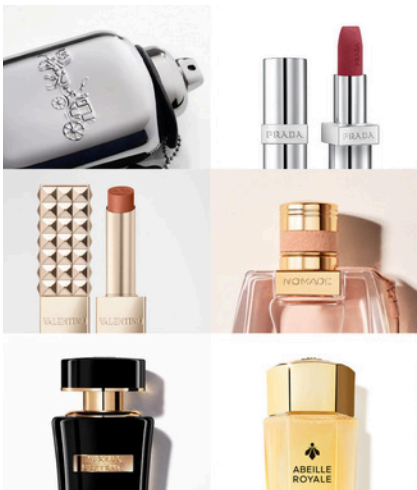


PATTERNS & DESIGN

4. Tailor & adapt

As the first expression of a brand's identity, packaging plays a crucial role in connecting with consumers.

We leverage our expertise in materials and decoration to bring even the most unique and sophisticated client visions to life.



BESPOKE PRODUCTS



OUR CUSTOMIZABLE STOCK RANGES

5. Explore creativity

Because our business and our market are at the cutting edge of industry and creativity, we believe it is essential to find inspiration in emerging creative trends to fuel our innovative insights and to project our processes into aesthetic and contemporary applications.



A FORWARD-LOOKING VISION

To visualize and explore multiple creative options, we have developed an online simulation platform, Axilone Virtual Studio, which offers our customers a high-performance, user-friendly tool on demand. Our customers can create their own library of virtual samples and tests and narrow down their choices more quickly, in complete confidentiality.



AXILONE VIRTUAL STUDIO



OUR INNOVATION APPROACH

Axilone designs next-generation packaging that aligns with brand identity and positioning, recognizing the power of premium packaging to set brands apart in a fast changing, competitive landscape.

Our innovation strategy is based on 3 pillars:



GREEN ATTITUDE



NEW CONCEPTS



FIVE SENSES

Beauty Pens

BY AXILONE



- Best-In Class functionalities for liquid & solid formulas
- Designed for sustainable beauty
- Click & rotating versions
- Premium look & feel

Fancy Colored Diamonds

BY AXILONE



- No disruption of the aluminium recycling process
- A precious and luxurious touch on aluminium
- A new step for creativity
- Ultra-realistic effect
- Optimal resistance

PCR Neodymium Magnet

BY AXILONE



- Magnets: an iconic components of luxury packaging
- Magnets made from 100% Neodymium PCR recycled rare earths
- Functional properties maintained
- **40%** global carbon footprint reduction

Everlast

BY AXILONE



- Full array of decorations for unique creations
- Premium look with full range of lipstick references
- Refillable with patented technologies
- Recyclable

Big Sticks Range

BY AXILONE



- Full array of decorations for a unique signature
- The trendy format for multiple applications
- A sustainable and premium packaging solution

AXILONE & EASTMAN

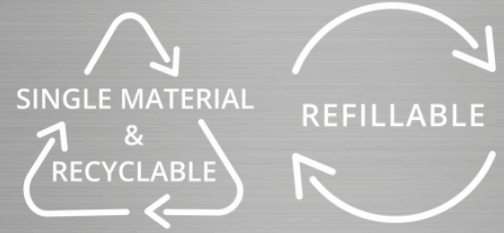


- A long-term partnership for eco-design with common targets
- Cristal™ ONE renew IM 812: for thick-wall PET parts
- Multiple beauty packaging applications
- Up to **40%** of recycled material

PURE METAL X PENELOPE

BY AXILONE

BY VERESCENCE



- Luxury look & feel: full aluminium packaging covers compatible with GCM1 threads & stock Verescence glass jars
- Complete stock packaging solution
- Sustainable & premium packaging
- Endless customization options

ReGlow

BY AXILONE



- Innovative surface treatment for aluminum
- Accuracy on complex shapes
 - Precise or deep embossing and debossing
 - Sharp edges & angular protrusions
 - Concave or convex forms
- Extra brightness even on recycled aluminum
 - PIR or even PCR alu
 - Up to **95%** recycled content
 - Anodizable
 - No varnish required

PURE METAL X KALI

BY AXILONE BY VERESCENCE



- Complete & premium stock packaging solution: full aluminium packaging tops compatible with Verescence stock bottles
- The sustainable benefits of aluminium
- Endless customization options
- Luxury look & feel

Miniature Perfume Caps

BY AXILONE



- Plastic injection expertise serving the specific needs of miniature perfume closures
- Processes specifically designed for this format
- Color and customization expertise

CONTACT US

AXILONE

**THE US TEAM IS AT YOUR DISPOSAL
TO DISCUSS YOUR PROJECT**

PLEASE CONTACT:

customerserviceaxus@axilonegroup.com

www.axilonegroup.com

