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# REXAM

Rexam Make Up

## Dior selects Rexam Illusion inner lacquering treatment for latest “Addict” lipstick

Rexam’s breakthrough new surface treatment - Illusion inner lacquering has been selected for Dior Addict Lipcolor, the latest Dior Addict lipstick and the most recent of many packaging solutions developed by Rexam Personal Care for the prestige marketer’s Addict range since 2001.

Illusion creates new levels of on-shelf excitement, through deep, rich application of opaque, metalized or transparent colors, as well as laser decoration, on internal product surfaces.

Based upon a traditional lacquering process, perfectly applied and cured at high heat, Illusion can be used even with products of great depth and narrow diameter, such as thick-walled lipsticks, caps and bottles and on beauty product materials such as PMMA, ABS and SAN.

In this case, Rexam’s technological expertise is evidenced by application of the Illusion treatment in a two-part lipstick case. The outer section, made of PMMA for optimal clarity, receives an inner lacquering of Dior’s signature shade of blue – and an exterior coating of clear, UV lacquer. The second -- or inner -- component is decorated with an arresting, silver metallization.

“To achieve maximum depth, transparency and shine, we worked closely with Dior’s Creative department thus succeeding in using our Illusion treatment,” said Pauline Uhlen, Product Manager – Lips, for Rexam Personal Care. “We looked at three key facets. First, our precision injection capability resulted in flawless finish of the PMMA, mirror-polished mold, and invisible parting lines, which is difficult to achieve with a long, substantial piece. Secondly, our finishing capability enabled us to achieve the overall look of the piece, with tremendous depth of color. This is where our Illusion



“And, lastly, our high speed assembly expertise, utilizing such techniques as ultrasonic welding, makes each Dior Addict lipstick a desirable work of art,” Uhlen said.

With upgraded packaging being adapted by brands in the mass and masstige markets, it becomes even more important for iconic prestige makers such as Dior to set new levels of product design excellence. “Rexam’s innovation and global sales and technical support has been a vital part of the Dior Addict success story,” said (name/title). “Again, with Dior Addict Lipcolor, the visual appeal is spectacular and communicates our brand essence to discerning women around the world, at the point of sale.”

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