

## **FaiveleyTech and Sulapac join forces to create an innovative massage accessory for CHANEL made primarily from biobased materials**

Sulapac and FaiveleyTech continue their fruitful collaboration with CHANEL through a bold and innovative project. The combination of the unique expertise of these two pioneering companies has led to the creation of a massage accessory, in line with the responsible and sustainable approach of CHANEL's N°1 skincare line. The massage tool, which enhances the effectiveness of CHANEL's N°1 skincare ritual, is made from over 85% biobased materials, including camellia seed shells. An innovation in the eco-design of products in the cosmetics sector.



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PARIS (April 15th, 2025)

### **A bold innovation with strong symbolic power**

**Sulapac**, a supplier of bio-based materials, and **FaiveleyTech**, a specialist in the injection and decoration of aesthetic plastic parts, have joined forces to produce an innovative massage tool for CHANEL.

Through the valorization of camellia co-products, CHANEL's emblematic active ingredient used notably in the CHANEL's N°1 skincare range, this tool is part of CHANEL's circularity initiative. The unique composition of the material was developed by the Finnish company Sulapac before being shaped by FaiveleyTech thanks to its mastery of multi-material injection technology. This emblematic launch demonstrates the collaborative and circular approach between CHANEL and suppliers to the cosmetics industry.

"We at FaiveleyTech have been involved for many years in the transformation of bio-based Sulapac materials into environmentally friendly packaging. The release of this new massage tool is a perfect example of innovation at the service of product excellence, thanks to a fruitful partnership," emphasizes **Béryl Tomaschett**, Sales Director at FaiveleyTech.

"The massage tool represents an innovative solution from CHANEL that combines the goal of responsible production with the use of sustainable materials. We hope it will inspire the whole beauty industry to innovate beyond recycled plastic," says **Colin Strobant**, Sales Director, Cosmetics at Sulapac.

FaiveleyTech and Sulapac have been working together since 2017 to help the cosmetics industry replace petroleum-based plastic.

### **An object as sustainable as it is desirable**

The CHANEL massage accessory is part of a more global approach to sustainable manufacturing based on the use of innovative materials.

Beyond the product's durability, this massage accessory features a design specially conceived by CHANEL's experts for a unique sensory experience.

"At CHANEL, we're proud of our unique partnerships in the service of beauty. Working closely with our suppliers Sulapac and FaiveleyTech, we offer innovative products that further our commitment to a more sustainable cosmetics sector," explains **Julien Garry**, International Director of Purchasing and Packaging Development Innovation at CHANEL Parfums-Beauté.

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### **About:**

**FaiveleyTech** is an international group, of French origin, specialized in plastic injection with high added value for demanding, selective and normative markets of Industry, Beauty and Health. It is headed by Executive President Nicolas Alloin and the Faiveley family, also shareholder of Faiveley Transport-Wabtec, world leader in railway equipment, and owner since 1825 of the Domaine Faiveley (Nuit-Saint-Georges) producer of Burgundy wines. The group has 450 employees, 8 production sites in France and abroad.

FaiveleyTech Orgelet, dedicated to Cosmetics & Spirits, is investing and innovating in refillable, recyclable and traceable packaging functions to design together the virtuous products of tomorrow. Expert on biocomposite materials, we are your privileged partner to co-develop with speed and agility.

**Sulapac Ltd** is an award-winning material innovation company bringing solutions to the global plastic crisis. By replacing conventional plastic with sustainable, beautiful, and functional Sulapac materials, companies can reduce their carbon footprint, eliminate microplastic pollution, and advance the circular economy. The Helsinki-based company was founded by three scientists in 2016 and serves customers across various industries on three continents. Investors behind Sulapac®, the patented material innovation, include CHANEL and Sky Ocean Ventures.

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