

Alban Muller reveals a new graphic identity under the seal of expertise

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Alban Muller is adopting a new logo and reaffirms its expertise in the manufacturing of skincare products from plant extracts, for the beauty, health and well-being industries.

More uncluttered and modern, this logo embodies the **Group's DNA**, the story of a man passionate about nature, involved in an eco-responsible and environment-friendly approach, for more than **40 years**.

A dynamic, innovative and open-to-the-world company

This new logo, combining **tradition and modernity**, embodies the Group's values and foundation: **quality, excellence, and French know-how**. This new visual identity will be applied to all of the Group's communication tools and its website.

