

The Glass Polymer™ helps launch a fresh face for the Natura Chronos line

Natura, the Brazilian cosmetic leader, understands the rewards of putting your best face forward as well as anyone in the world.

When it was time for Natura to specify packaging for its new Chronos Flavonóides de Passiflora line, The Glass Polymer™ family of copolyester resins presented many clear advantages. The company has turned to the Eastman Chemical Company specialty plastics business for several solutions in the past. For the new Flavonóides line, Natura selected Eastar™ AN014 copolyester, a high clarity polymer with properties that let the elegance of the exciting Chronos brand shine through.

Today's high-end cosmetic market is driven by the senses

Natura has embraced the biodiversity of its native Brazil since 1969 with its signature use of exotic fragrances, textures and colors. The company counts on packaging to complement that vitality and resonate with the global cosmetics industry.

Romulo Zamberlan, innovation packages coordinator with Natura, says the company adopts strict technical criteria when selecting raw materials for its packages. "The packages must comply with high aesthetic and functional quality standards," Zamberlan says.

Eastar™ copolyesters satisfy these standards. Natura likes its clarity as well as its easy processing, chemical resistance, shatter resistance and wonderfully warm touch.



A refillable pot molded from Eastar™ AN014 copolyester reinforces the sustainability commitment of Natura.



The Glass Polymer™ family of copolyester resins provides amazing clarity, superior chemical and impact resistance, and design flexibility giving it the look and feel of glass.

Natura is also sensitive to the three R's of sustainability: reduce, reuse and recycle

Natura is more than just another pretty face. Its sustainability policy is grounded in biodiversity and eco-efficiency. For example, its innovative combination of a bottomless pot and refills requires less raw materials and energy.

The replaceable foil-sealed polypropylene cup of formula sits inside the cylindrical holder, molded from Eastar™ copolyester. A reassuring click tells you the cup is securely in place — and reminds you of the quality of the polymer.

The durability of Eastar™ continues to reinforce the quality image of the Natura brand throughout its long lifetime.

High society meets high social responsibility

The Natura company slogan is "bem estar bem" or "well being well." Eastar™ AN014 copolyester helps pay off that promise and differentiates the new Natura Chronos line with clarity, durability and sustainability.

See how The Glass Polymer™ family of copolyester resins can add to the well-being of your brands.

To learn more, visit www.eastman.com or call 1-800-EASTMAN (1-800-327-8626).



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