

**EASTMAN**

**TENITE™** celluloseics  
*the natural polymer*

A member of The Glass Polymer™  
family of cosmetic materials

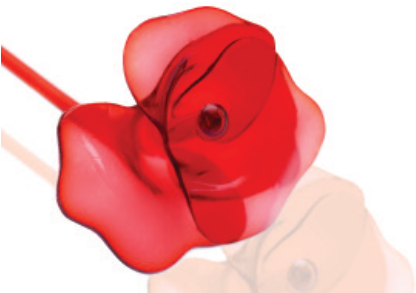


**TENITE™** cellulosics

*the natural polymer*

# Design and materials driving sustainable solutions

- Do not contain halogens, sulfur, nitrogen, lead, mercury, cadmium or hexavalent chromium.
- Are bisphenol-A (BPA) free.
- Process at 20% lower temperatures — less energy consumption.
- Dry in 25% less time — faster cycle times and less energy consumption.
- Produce smaller gates, better gate aesthetics, and the ability to mold thicker parts.
- Have superior chemical resistance to a wide array of cosmetic ingredients.
- Display beautiful clarity and surface gloss, enabling premium cosmetic packaging.





Wood used to make Tenite™ cellulosics is from 100% renewable softwood materials.

For every pound of Tenite™ resin produced, 45% is made from sustainably harvested softwood trees and cotton.<sup>1</sup>



Glacier Pebble

Tenite™ cellulosics expand the users experience and interaction with plastics. Not only does Tenite™ feel very soft and natural to the touch, it can speak to the sense of smell with an ability to have scents compounded into the plastic.



<sup>1</sup>Certified to conform to sustainable forestry management practices by BVQI, the leading North American Sustainable Forestry Initiative certification authority.

Now more than ever the fusion between design and materials is driving solutions that meet performance and sustainability goals.

This union is at the heart of the accompanying Glacier pebble. With smooth, functional aesthetics, these pebbles are crafted with Tenite™ cellulosics, a plastic made from renewable softwood material.

- Feels like wood — warm to touch
- Sounds like wood — dull noise
- Exhibits exceptional clarity
- Ability to mold thick parts
- Molds and extrudes easily
- Can be made with intense color and hue

With design and material advancing each other, innovative and sustainable solutions are born and brought to reality.

*"The face of sustainable luxury packaging has changed dramatically in the last few years. With the advent of new technology, there are now innovative and exciting ways to make sustainable materials part of a brand's proposition, without sacrificing brand equity or overall aesthetic impression. Beauty brands have always possessed a special place in the heart of the consumer, and designers are now making creative choices to introduce more sustainable pathways from brand ideation to final product."*

**Kevin Marshall**

VP/Group Creative Director  
Marc Rosen Associates

The results of insight™

**EASTMAN**

**Eastman Chemical Company  
Corporate Headquarters**

P.O. Box 431

Kingsport, TN 37662-5280 U.S.A.

Telephone:

U.S.A. and Canada, 800-EASTMAN  
(800-327-8626)

Other Locations, (1) 423-229-2000

Fax: (1) 423-229-1193

**[www.eastman.com](http://www.eastman.com)**

For more information about The Glass Polymer™ family, visit [www.theglasspolymer.com](http://www.theglasspolymer.com) or email Jayme Leita at [jleita@eastman.com](mailto:jleita@eastman.com).



For inspirational package design,  
visit [www.eastmaninnovationlab.com](http://www.eastmaninnovationlab.com).

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