

# The Glass Polymer inspires new dimensions in hair care.

*Tec Italy discovers Eastar™ AN014 copolyester, and a new line of specialized hair care products is born.*

A quest to create “the perfect package” led to a journey of self-discovery for professional hair care product company Tec Italy, part of the Nattura Labs family of brands. Tec Italy challenged product designer Cajaplex to create a minimalist, sophisticated design that would set it apart on the shelf and appeal to the exacting standards of professional hairstylists. After an exhaustive search, the company discovered the ideal solution in The Glass Polymer™ family of cosmetic materials from Eastman. Its versatility inspired Tec Italy to transform its product lines, resulting in “an optimal combination of luxury, sophistication, and high technology.”

With The Glass Polymer, Tec Italy found the right blend of clarity, durability, and chemical resistance to maximize its products’ best properties. Used to create the signature bottle cap that defines the new packaging design, The Glass Polymer provides crystal clear thick-walled construction with amazing impact resistance that protects the bottle top, preventing spills.

Its versatility gave Cajaplex the freedom to create a package that embodies the luxurious look and high performance requirements of its customer. The angled design is optimized for stability and ease of use. The chemical

resistance of The Glass Polymer is ideally suited to protect the essential qualities of botanical ingredients. In Eastman, Cajaplex found the technical expertise and support to bring their design to life, beginning with product design to mold design and through the validation process.

## A brilliant reinvention

Inspired by the future-forward packaging, Tec Italy devised an entirely new way to present its products, creating multiple dimensions of hair care solutions. Each classification focuses on specific needs, colors, and textures, resulting in a system of products designed to work together. The result for Tec Italy is “a unique product that stands out as a world leader in integrated solutions for hair.”



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For more information on The Glass Polymer™ family of cosmetic materials, visit [www.eastman.com/theglasspolymer](http://www.eastman.com/theglasspolymer).

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**Eastman Corporate Headquarters**  
P.O. Box 431  
Kingsport, TN 37662-5280 U.S.A.

U.S.A. and Canada, 800-EASTMAN (800-327-8626)  
Other Locations, +(1) 423-229-2000

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

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