

EASTMAN

EASTMAN SUSTANE™ CG 200 FRAGRANCE FIXATIVE

Enhance your brand's essence.

Formulate your fine fragrances to be
as enduring as they are endearing.



Your brand's fragrance is everything — the reason to buy, embrace and recommend. The scents we love evoke emotions and memories, connecting past experiences to the present and the promise of the future. A new kind of chemistry lets your fragrances shine more than ever.

Eastman Sustane™ CG 200 fragrance fixative could be your secret for greater brand loyalty. Promoting longevity in fine fragrance formulations, Sustane effectively regulates the evaporation speed of a fragrance. As a result, your precious fragrance stays with your consumers longer.

Product features

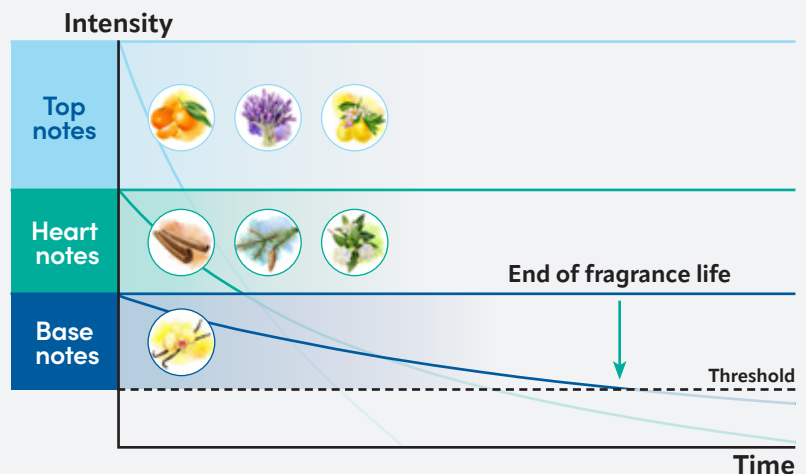
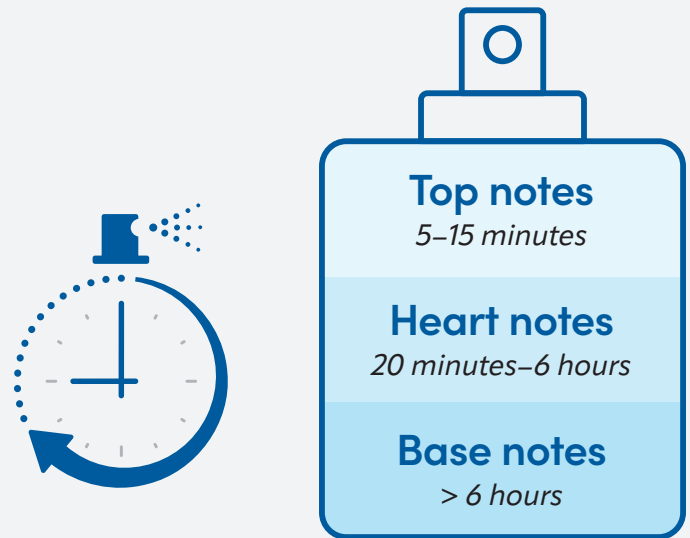
- 30% natural
- Inherently biodegradable
- Odorless and colorless
- Insoluble in water
- Not animal derived
- Recommended dosing level: 2%

The power of fragrance

More often than not, consumers purchase fine fragrances on first impressions, which are predominantly the top notes of the fragrance. Unfortunately, top notes tend to fade away quickly.

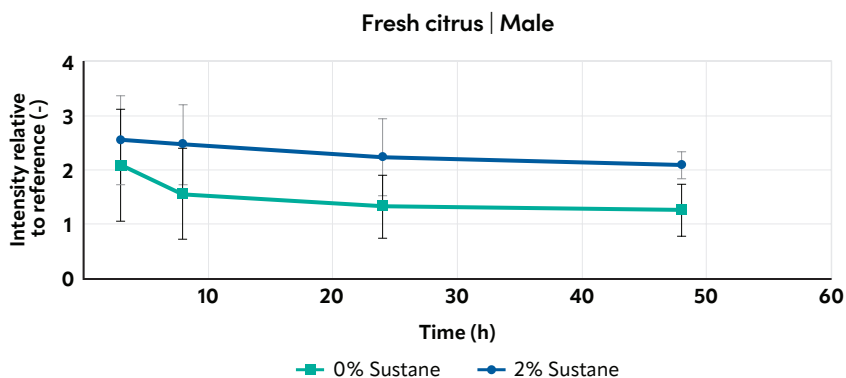
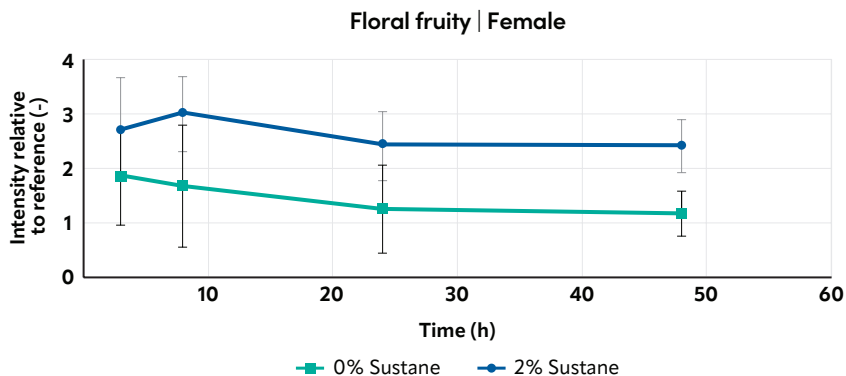
With Sustane CG 200, that first impression lasts longer so that your perfume retains its appeal longer and instills greater consumer confidence.

Create an enduring sense of romance, a whisper of euphoria, a vestige of calm and a sense of overall emotional wellness. Brand loyalty — that's the power of fragrance.



Proven performance

Longevity was confirmed broadly in a comparative test with 18 different fragrance oils with a wide variety of characteristics. Sustane CG 200 maintained the original character of the fragrances.



Sustane CG 200 provides longevity to a wide variety of fragrances with minimal impact to their original character.

Your partner in fragrance longevity

Eastman Sustane CG 200 fragrance fixative was developed in close cooperation with experts in the fragrance industry. When you formulate with Sustane fragrance fixative, you give your consumers what they want: a scent that lasts longer and reinforces their personalities — all day.

When you work with Eastman, you get the expertise and collaboration you need to go to market with confidence. For formulation help or more information or to get in touch with a representative, visit eastman.com/Sustane.

EASTMAN

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