

# Elegance in a bottle

*Eastman's Drystar™ copolyester helps BBLUNT to shine.*

Godrej Consumer Products, India's largest domestic home and personal care company, has launched a line of shampoo and hair styling products within its premium brand, BBLUNT, using Drystar™ copolyester as their packaging material of choice.

Godrej and Eastman Chemical Company put their expertise together in the design and molding of these innovative bottles, creating a fusion of ethnic and contemporary looks. The shampoo bottles have a glasslike look with a smooth body.

Drystar is preferred because it imparts a glasslike finish without the flaws of pinch marks found with other plastics. The women's styling product is designed with an elegant, angular crystal bottle look. Through extrusion, Drystar can achieve this desired crystal glass effect.

The market has given BBLUNT products a warm welcome. Since the launch, the success of these innovative and exciting products is exceeding expectations!





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