

Packaging with a greater **tone of confidence**

With a truly viable biobased material, cosmetics brands can now create sustainable products that don't compromise on performance.

Put a better face on your brand.

Often, what we get out of our day has a lot to do with what we put on. When we apply cosmetics made from responsibly sourced materials, we can be comfortable in our choices. We can be luxurious and practical . . . sophisticated and still down to earth. In other words, we can be everything we should be: uncompromising.

Brands can too—no longer conceding performance and aesthetics for sustainable solutions. Eastman Trēva™ engineering bioplastic gives cosmetics brands what cosmetics give us: **confidence**.

New possibilities for a renewable resource

Trēva is a cellulose-based plastic with improved performance and a reduced environmental impact. Sourced from sustainably managed forests, BPA-free Trēva is a naturally better alternative to acrylonitrile butadiene styrene (ABS).

Unlike other cellulosic material, Trēva achieves exceptional depth of color and high gloss for opaque applications. Further assuring optimum aesthetics, its excellent chemical resistance to skin oils helps ensure packaging won't crack, craze, become brittle, or discolor over the life of the cosmetics product. And its superior dimensional stability helps render end products both durable and

functional. Because of its impact resistance, packaging made with Trēva can withstand repeatedly being tossed around in a purse or a cluttered drawer without breaking.

The United States Department of Agriculture (USDA) BioPreferred® program has certified Trēva with a biobased content of 42%—significantly higher than most other bioplastics.

Trēva can be processed on a wide range of molds and gate designs and has excellent gloss and colorability. Its flowability and dimensional stability empowers molders and designers to create intricate, thin-walled parts that other thermoplastics can't handle—with less waste and, therefore, less cost. This ability to create durable parts with thinner walls not only creates design flexibility, it leads to better gate aesthetics.

Trēva is ideal for opaque and color-tinted parts. And because it's chemically resistant to skin oils, packaging made with Trēva will continue to look great no matter how many times it's picked up, passed around, and used.



In a market that demands sustainability, what's your makeup?

Consumers are increasingly more aware—and demanding—about natural products. Rightfully so, they are picky about what goes into their bodies and onto their skin. But what about packaging?

For an industry where image is everything, a credible commitment to sustainability—and a positive story about corporate responsibility—is a prerequisite to market viability and consumer engagement. And that's why cosmetics brands should look at Eastman Trēva™ engineering bioplastic for their packaging needs.



Make it amazing

- **Show your true colors**—Exceptional depth of color and high gloss for opaque applications.
- **Look great over time**—Chemical resistance to skin oils ensures packaging won't crack, become brittle, or discolor over time.
- **Provide a touch of warmth**—An inherent warm touch and feel give products functional and useful tactile qualities.
- **Enhance your sustainability story**—42% biocontent improves your product and brand sustainability story.
- **Get creative**—Excellent flow properties enable thin-walled designs and reduce waste.
- **Make it work**—Dimensionally stability renders end products both durable and functional.
- **Count on our strength**—Impact resistance you can count on means your product will withstand repeated tosses into purses and cluttered drawers.

To learn how the right packaging can help deliver a better brand experience, visit eastman.com/trevacosmetics.

EASTMAN
The results of insight™

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

Although the information and recommendations set forth herein are presented in good faith, Eastman Chemical Company ("Eastman") and its subsidiaries make no representations or warranties as to the completeness or accuracy thereof. You must make your own determination of its suitability and completeness for your own use, for the protection of the environment, and for the health and safety of your employees and purchasers of your products. Nothing contained herein is to be construed as a recommendation to use any product, process, equipment, or formulation in conflict with any patent, and we make no representations or warranties, express or implied, that the use thereof will not infringe any patent. NO REPRESENTATIONS OR WARRANTIES, EITHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR OF ANY OTHER NATURE ARE MADE HEREUNDER WITH RESPECT TO INFORMATION OR THE PRODUCT TO WHICH INFORMATION REFERS AND NOTHING HEREIN WAIVES ANY OF THE SELLER'S CONDITIONS OF SALE.

Safety Data Sheets providing safety precautions that should be observed when handling and storing our products are available online or by request. You should obtain and review available material safety information before handling our products. If any materials mentioned are not our products, appropriate industrial hygiene and other safety precautions recommended by their manufacturers should be observed.

© 2018 Eastman. Eastman brands referenced herein are trademarks of Eastman or one of its subsidiaries or are being used under license. The ® symbol denotes registered trademark status in the U.S.; marks may also be registered internationally. Non-Eastman brands referenced herein are trademarks of their respective owners.