EASTMAN

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.

Eastman TRĒVA™
engineering bioplastic

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**™

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