

# A sustainable makeover

*Natura Cosméticos turns to The Glass Polymer for its Aquarela line of color cosmetics.*

What if reuse could beautify both the customer and the environment? Natura, the Brazilian cosmetics giant, does just that by continuing to provide beautiful cosmetic products while being environmentally responsible. The company is committed to social responsibility and sustainability by taking action to reduce the environmental impact of its processes, products, and services.

Natura moved their new color cosmetics line, Aquarela, to The Glass Polymer, to capitalize on the sustainability attributes of the material. Eastar™ copolyester is part of The Glass Polymer™ family of cosmetic materials that has

had much success in the cosmetic-packaging industry. Due to its lower environmental impact (when compared to acrylic), luxurious look and feel, chemical and scratch resistance, as well as good processing conditions, it has become the material of choice.

The Glass Polymer satisfies the standards Natura expects with regards to high aesthetic and functional quality standards. The durability of Eastar continues to reinforce the quality image of the Natura brand throughout its lifetime.



For more information on Eastar™ copolyester, visit [www.eastman.com/TheGlassPolymer](http://www.eastman.com/TheGlassPolymer).



The results of insight™

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