



Lolly Baby Enhances Nursing Bottles, Pacifiers with Clear, Durable Eastman Tritan™ Copolyester



Brazilian Infant Care Company Meets Demand for Reliable and Safe Bottles

Kingsport, Tenn., U.S.A./ São Paulo, SP, Brazil — April 14, 2011 — To meet customer demand for infant care products with glasslike clarity, Brazilian infant care company Lolly Baby is producing a line of baby nursing bottles and pacifiers utilizing Eastman Tritan™ copolyester. Tritan is a new-generation material that provides a balance of properties to meet the infant care markets' need for products that offer superior clarity, heat and chemical resistance, and toughness. Tritan also is manufactured without bisphenol A (BPA).

The Lolly Baby nursing bottles made with Eastman Tritan™ copolyester are available in clear and color-tinted styles ranging in size from 50 milliliters for newborns to 250 milliliters for children ages 4 to 5. Lolly Baby also offers wide-mouth bottles made with Tritan in 150 milliliters, 240 milliliters and 330 milliliters, as well as two models of pacifiers.

“For Brazilian parents, it is essential that infant care products maintain an aesthetic, luxurious clarity to provide peace of mind,” said Nélio Rodrigues Loatti, commercial and marketing director of Lolly Baby. “Working with Eastman and utilizing Eastman Tritan™ copolyester allows us to satisfy consumer demand with innovatively designed products and also helps us raise awareness of product safety in Brazil by offering a BPA-free product.”

Lolly Baby switched production of the nursing bottles and pacifiers from polycarbonate (PC) to Eastman Tritan™ copolyester. Tritan offers superior clarity after repeated exposure to high heat and chemical dishwashing detergents, while products made with polypropylene and PC can haze or whiten in similar conditions. Additional benefits of the material transition include a 2 to 3 percent reduction in product weight due to the lower density of Tritan compared with PC, resulting in less material consumption and increased sustainability.

“The ongoing technical support provided by Eastman demonstrates its interest in the production process and commitment to our company’s success,” said Marcio Rodrigues Loatti, industrial and customer service director, Lolly Baby. “Working with an industry leader that supplies innovative materials like Eastman Tritan™ copolyester has let us modify our product design to meet existing customer demand and anticipate future market needs.”

The Lolly Baby infant care products are sold throughout Brazil.

For more information about Eastman Tritan™ copolyester, visit www.eastman.com/tritan.

For more information about Lolly Baby, visit www.lollybaby.com.

About Lolly Baby

Lolly Baby is a Brazilian company that has been producing baby care products since 1990. It has grown to be among the four leading brands in Brazil for nursing bottles and baby pacifiers. Lolly is headquartered in Capivari, SP, Brazil. For more information, visit www.lollybaby.com

About Eastman Chemical Company

Eastman’s chemicals, fibers and plastics are used as key ingredients in products that people use every day. Approximately 10,000 Eastman employees around the world blend technical expertise and innovation to deliver practical solutions. The company is committed to finding sustainable business opportunities within the diverse markets and geographies it serves. A global company headquartered in Kingsport, Tenn., USA, Eastman had 2010 sales of \$5.8 billion.

For more information, visit www.eastman.com.

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