

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™ Renew engineering bioplastic gives cosmetics brands what cosmetics give us: **confidence**.

New possibilities for a renewable resource

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

Unlike other cellulosic material, Trēva Renew 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 Renew 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% (48% when measured by weight)—significantly higher than most other bioplastics. With an additional 23% recycled content achieved through Eastman's ISCC-certified mass balance process, Trēva's sustainable content exceeds 70%.

Trēva Renew can be processed on a wide range of molds and gate designs and has excellent gloss and colorability. Its flowability and dimensional stability empower 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 but also leads to better gate aesthetics.

Trēva Renew 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™ RENEW
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™ Renew 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**—48% biocontent and an additional 23% recycled content derived from waste plastic under a certified mass balance process improve your product and brand sustainability story.
- **Get creative**—Excellent flow properties enable thin-walled designs and reduce waste.
- **Make it work**—Dimensional 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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