

# Clarity & Color

*Packaging that promotes beauty and elegance*

## **Creative packaging: the way cosmetics improve their image**

By the very nature of the industry, cosmetics buyers shop with a sophisticated eye. So it's not surprising that the success of a product can depend on how attractive it looks on the retail shelf. More so, they expect the packaging to embody the product's promise of beauty and elegance.

To set your brand apart, Eastman offers an innovative high-flow polymer that exhibits the clarity, color, and grace successful cosmetics packaging demands: **Eastman Cristal™ 400 copolyester**.

## **Alluring colors**

Now brands can create amazing, complex designs with thin and thick walls, crystal clarity, high gloss, and deep color neutrality and stability—batch to batch and over time. With Cristal 400, the world is your palette, enabling brands to create brilliant translucent and opaque designs with a luxurious look and feel. Render your packaging with pigments that lend a special touch: metallic variations from silk matte to high gloss, a velvety pearl shimmer, or warm gold shades, for example.

## **An attractive process**

Delivering more than brilliant aesthetics, Cristal 400 also offers processing benefits over acrylic for injection molders, including:

- A larger processing window
- One- and dual-shot molding due to its lower processing temperature, high flow, and slow crystallization
- Easy color dispersion
- Compatibility with common secondary operations, such as silk screening, tamper-evident features, and hot stamping

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### **Applications/uses**

- Compacts
  - Cosmetics jar caps
  - Cosmetics jars
  - Cosmetics/personal care packaging
  - Lip gloss containers
  - Lipstick containers
  - Personal care bottles
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## Chemical compatibility

Other polymers may develop microcracks or suffer from environmental stress when exposed to oils, skin creams, and lotions. A member of the Glass Polymer™ family of cosmetic materials, Eastman Cristal™ 400 copolyester exhibits the chemical compatibility needed for skin care containers and caps and color cosmetics.

## About technical support

To ensure suitability, Eastman recommends compatibility testing. To help, Eastman offers in-house technical expertise and support to address brand compatibility tests, design needs, and standard testing.



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To see how Eastman Cristal™ 400 copolyester can enhance your packaging, contact your Eastman representative or visit [Eastman.com/TheGlassPolymer](http://Eastman.com/TheGlassPolymer).

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