

The Glass Polymer inspires new dimensions in hair care.

Tec Italy discovers Eastar™ AN014 copolyester, and a new line of specialized hair care products is born.

A quest to create “the perfect package” led to a journey of self-discovery for professional hair care product company Tec Italy, part of the Nattura Labs family of brands. Tec Italy challenged product designer Cajaplex to create a minimalist, sophisticated design that would set it apart on the shelf and appeal to the exacting standards of professional hairstylists. After an exhaustive search, the company discovered the ideal solution in The Glass Polymer™ family of cosmetic materials from Eastman. Its versatility inspired Tec Italy to transform its product lines, resulting in “an optimal combination of luxury, sophistication, and high technology.”

With The Glass Polymer, Tec Italy found the right blend of clarity, durability, and chemical resistance to maximize its products’ best properties. Used to create the signature bottle cap that defines the new packaging design, The Glass Polymer provides crystal clear thick-walled construction with amazing impact resistance that protects the bottle top, preventing spills.

Its versatility gave Cajaplex the freedom to create a package that embodies the luxurious look and high performance requirements of its customer. The angled design is optimized for stability and ease of use. The chemical

resistance of The Glass Polymer is ideally suited to protect the essential qualities of botanical ingredients. In Eastman, Cajaplex found the technical expertise and support to bring their design to life, beginning with product design to mold design and through the validation process.

A brilliant reinvention

Inspired by the future-forward packaging, Tec Italy devised an entirely new way to present its products, creating multiple dimensions of hair care solutions. Each classification focuses on specific needs, colors, and textures, resulting in a system of products designed to work together. The result for Tec Italy is “a unique product that stands out as a world leader in integrated solutions for hair.”



For more information on The Glass Polymer™ family of cosmetic materials, visit www.eastman.com/theglasspolymer.

EASTMAN
The results of insight™

Eastman Corporate Headquarters
P.O. Box 431
Kingsport, TN 37662-5280 U.S.A.

U.S.A. and Canada, 800-EASTMAN (800-327-8626)
Other Locations, +(1) 423-229-2000

www.eastman.com/locations

Although the information and recommendations set forth herein are presented in good faith, Eastman Chemical Company ("Eastman") and its subsidiaries make no representations or warranties as to the completeness or accuracy thereof. You must make your own determination of its suitability and completeness for your own use, for the protection of the environment, and for the health and safety of your employees and purchasers of your products. Nothing contained herein is to be construed as a recommendation to use any product, process, equipment, or formulation in conflict with any patent, and we make no representations or warranties, express or implied, that the use thereof will not infringe any patent. NO REPRESENTATIONS OR WARRANTIES, EITHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR OF ANY OTHER NATURE ARE MADE HEREUNDER WITH RESPECT TO INFORMATION OR THE PRODUCT TO WHICH INFORMATION REFERS AND NOTHING HEREIN WAIVES ANY OF THE SELLER'S CONDITIONS OF SALE.

Safety Data Sheets providing safety precautions that should be observed when handling and storing our products are available online or by request. You should obtain and review available material safety information before handling our products. If any materials mentioned are not our products, appropriate industrial hygiene and other safety precautions recommended by their manufacturers should be observed.

© 2017 Eastman. Eastman brands referenced herein are trademarks of Eastman or one of its subsidiaries or are being used under license. The ® symbol denotes registered trademark status in the U.S.; marks may also be registered internationally. Non-Eastman brands referenced herein are trademarks of their respective owners.