

The brightest brands start with the right materials.

As the oral care market demands more clarity and sustainability, product designers are brushing up on Eastman's efficient and BPA-free specialized polymers.

Innovation that makes everyone smile

Oral care brands spit out millions of dollars each year on advertising buys and marketing efforts. Imagine how much they'd bristle if their final products didn't live up to the hype. The truth is not all toothbrushes are the same. Variety abounds, and for every age and preference, customized designs for adults and children cater to individual needs and tastes.

As consumers demand that their toothbrushes be durable, affordable, ergonomic, and effective, the key is to start with the most capable materials.

It's time for a checkup. What materials are right for you?

At Eastman, we leverage material expertise and extraordinary market insight to manufacture the specialty materials that meet market demands for clarity, chemical resistance, durability, design flexibility, and processing ease. After all, no one wants to put a dull and dingy toothbrush in their mouth. Our premium resins offer exceptional clarity that lasts.

Choose from easy-to-process BPA-free copolyesters and trusted cellulose esters to meet exacting specifications:

- **Eastar™ copolyester, a gleaming success**

Eastar offers a unique combination of properties that gives manufacturers what they need to successfully compete in today's marketplace. Key characteristics include exceptional clarity, impact strength, toughness, chemical resistance, high gloss, and processing ease.

- **Tenite™ cellulose for a natural smile**

Derived from renewable wood cellulose, Tenite exhibits an excellent balance of properties, including durability, pleasing haptics, exceptional clarity, excellent chemical resistance, and processing ease. With >40% biobased content, Tenite provides sustainability attributes without sacrificing toothbrush aesthetics.

- **Eastman Trēva™ engineering bioplastic, naturally better**

Trēva is a plasticizer-free, cellulose-based plastic that offers higher performance and lower environmental impact. Sourced from sustainably managed forests, Trēva is chemically resistant and dimensionally stable. Its excellent flow characteristics empower molders and designers to create intricate, thin parts that other thermoplastics can't handle.

Recommended by product designers

The true brilliance of Eastman polymers and compounds doesn't lie in where you'll find them today. It's where you'll find us tomorrow.

For practical solutions that create new opportunities, brand owners can count on Eastman for our research resources, collaborative approach, consistent and global manufacturing, reliable supply chain, and more.



To determine the right polymer for your needs, visit eastman.com/oralcare.

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.

© 2019 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.