

## Not your grandmother's fragrance

*Home Shopping Network breaks barriers in air fresheners with Auracell™ made from Eastman's Tenite™ cellulosics.*

Air Fresheners just "ain't what they used to be." Home Shopping Network awakens the senses with its Forever Fragrant line of air fresheners that includes scented sticks, discs, and decorative spheres made from the natural polymer Auracell™. The scent-encapsulating Auracell™, based on Tenite™ cellulosics, was developed by Rotuba Extruders in partnership with the Swiss fragrance company Givaudan. The unique Scented Spheres are infused with notes of natural fragrance such as star anise, vanilla bean, honeysuckle, and rose. Scented Spheres offer a practical accessory for home or office with no more worry about spilling oils, buying refills, throwing away spent containers, or using electricity to keep the air smelling fresh for up to two years.

**For more information on Tenite™ cellulosics, visit [www.eastman.com/tenite](http://www.eastman.com/tenite).**



*Made of Tenite, the Scented Spheres set includes five light, airy balls of varying size and decorative pattern that nestle atop a textured glass dish.*



The results of insight™

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