

New age aromatherapy

Home Shopping Network chooses Tenite-based Auracell™ for air freshener product.

Home Shopping Network stays on the leading edge with practical household solutions, and its specially patented Forever Fragrant air fresheners are no exception. Partnering with the Swiss fragrance company Givaudan and Rotuba Extruders, HSN created the line made with Auracell™, a natural-based polymer derived from Eastman's Tenite™ cellulosics. The inherent breathability and scent encapsulation of Auracell™ are what sets Forever Fragrant apart from competitive products. Its unique malodorous technology allows the fragrance to be infused, so it permeates consistently and stays fresh for up to two years. With increasing consumer demand for enviro-friendly plastics, Forever Fragrant fits the bill with Tenite being made from softwood trees and harvested under a sustained yield management program.

For more information on Tenite™ cellulosics, visit www.eastman.com/tenite.



The Forever Fragrant set is sold with a hand-crafted glass vase with 32 matching scented sticks for a home décor piece. The set includes scented discs that can be used as a car freshener or placed in drawers, closets, gym bags, and shoes.



The results of insight™

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