



## Shower yourself in lasting comfort and freshness

### Naia™ Renew staple fibers for towels

Experience the luxury of stepping out of the shower and wrapping yourself in the gentle embrace of a towel that's supremely soft and fresh. It's possible with Naia™ Renew from Eastman.



#### Soft embrace

Enduring softness for  
long-lasting comfort



#### Gentle touch

Easy on the planet  
and your skin



#### Stay fresh

Quick-drying towels  
that stay fresher for longer

### Naia™ Renew blends are supremely soft and smooth.

Throw away those stiff towels and embrace the unrivaled performance of Naia™ Renew staple fibers. Towels with Naia™ Renew deliver enduring softness and prevent stiffness, even after numerous washes. Indulge in the luxurious embrace of Naia™ Renew, where unparalleled plushness and utter softness await you.



## Your skin will thank you, and so will the planet.

Experience the heartfelt embrace of Naia™ Renew staple fibers as they caress your skin with a gentle sensation. Not only are they hypoallergenic, ensuring a soothing touch for even the most sensitive skin, but they also carry a profound commitment to our planet.

Produced from sustainably sourced wood pulp and certified recycled\* waste materials that were once destined for landfills or incineration, Naia™ Renew fibers are gentle for both you and the environment. Plus, they're certified biodegradable and compostable in the event of fiber leakage into the environment.

## Every day feels like spa day.

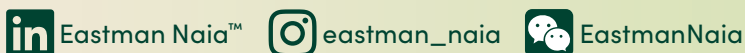
Naia™ Renew gives you a fresh towel feeling every time, creating a spa-like experience at home. The low moisture retention of our staple fibers promotes quick drying, so towels stay fresh longer. This means your towels require less time in the dryer, resulting in a more efficient and sustainable home routine.

Wrap yourself in the exquisite comfort of luxurious towels every day with Naia™ Renew.

*\*Naia™ Renew recycled content is achieved by allocation of recycled waste material using GRS certified mass balance process.*



## Sustainable style, your way



naia.eastman.com  
naiateam@eastman.com

