



Naia™ sustainability goals

2025

progress review
and new targets



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A note from Ruth

Five years since the launch of our Naia™ sustainability goals, we share this update with our customers, business partners, fellow innovators, collaborators and all those who believe in and are working toward a world of sustainable fashion. Our mission is simple and urgent: to make sustainable textiles accessible to all. This update on our sustainability journey is a candid checkpoint — a record of genuine progress, an account of what remains unfinished and a renewed roadmap for the work ahead. Most importantly, this is a statement of our continued commitment to sustainability, circularity and to the health of our industry.

We are proud of concrete advances, including product launches of Naia™ Renew and Naia™ Renew ES (Enhanced Sustainability), strengthened supplier standards and tangible gains in material traceability and measurable reductions in environmental impact.

At the same time, some milestones were delayed by slower than expected brand adoption and the complex yet necessary work of transforming existing industry feedstock infrastructure systems. Those setbacks do not weaken our commitment; they sharpen it.

In the pages that follow, we explain both wins and gaps, and set out the practical steps, timelines and resources we are mobilizing to close them. While sustainability might not be the top industry priority in 2025, we want to show that our commitment to sustainability has not been impacted by the current economic environment, and we will strengthen Naia™ relevance as a sustainability fiber as we prepare and get ready for upcoming regulation. Our mission remains to make sustainable textiles accessible to all, ensuring measurable impact in every Naia™ offering and with our value chain partners, scaling commercially viable solutions that catalyze industry-wide change to protect people and our planet for generations to come.

Thank you for partnering with us and holding us accountable. We remain committed to learning, adapting and working with you, so our collective ambitions create lasting impact.

Ruth Farrell
General Manager
Eastman Textiles



Our goals



We're committed to making sustainable textiles accessible to all. That's why we've taken a holistic approach to sustainability. We focus on three key impact areas:

- Mitigating climate change
- Mainstreaming circularity
- Caring for society

Our commitment to sustainability doesn't stop there. We're assessing and setting our goals for 2030, so we can continue to hold ourselves accountable and track progress.

Mitigating climate change



Partnering to create impact

Our planet faces a tremendous challenge and turning point: climate change. We have made it our mission to act with urgency and purpose by combating this issue head-on.

That's why we're committed to focusing on sustainable practices. We're positioning our Naia™ portfolio to make a meaningful contribution to climate change mitigation and decarbonization of the industry. By combining innovation, strategic partnerships and rigorous data assessment, we've made significant progress toward our goals.



We are committed to our value chain partners to help improve their sustainability impact and environmental footprint. We're grateful for the partnerships that help make our vision a reality. We have invested heavily in providing targeted sustainability training to mill and brand partners across key topics to accelerate industry practice and also support them as they pursue sustainability certifications such as the **Global Recycling Standard (GRS)**. We also advocate for industry-leading traceability solutions — like **TextileGenesis™** — that strengthen transparency and accountability across the value chain.

We have exceeded our goal of establishing three customer agreements by 2025 that deliver measurable environmental benefit. That work continues, illustrating how thoughtful collaboration can make a real difference. Working with **Debrand**, our molecular recycling technology transformed 5,000 pounds of pre- and post-consumer apparel waste into new material. We processed another 8,000 pounds of unusable clothing with **Patagonia**, breaking those garments down to their molecular building blocks to make new, recycled fibers. Through these demonstration programs and our extensive qualification processes, we have gained significant learnings and understanding of our recycling specifications and how we can help solve the textiles waste problem. The reclaimed materials contributed

Goal:

Establish at least three agreements with customers to make measurable environmental impacts by 2025.

Status:

Completed and continuing

to Naia™ Renew — circular fibers made from 60% sustainably sourced wood pulp and 40% recycled waste, produced with a Global Recycled Standard certified mass balance approach.

Transparency matters to us as much as waste reduction. Both Naia™ staple fibers and filament yarns are fully traced by TextileGenesis™, making Naia™ one of the first fibers with verified end-to-end traceability. To date, approximately 1.5 million finished garments and 120 tons of Naia™ fibers have been tracked and verified. H&M is a major adopter of TextileGenesis™, and its garments made with Naia™ are included in the platform's tracking — a strong example of how brand engagement helps build system-level transparency.

We see these efforts stretching across continents. In China, our strategic partnership with **EEKA** has accelerated Naia™ Renew adoption dramatically. Adoption in 2024 was four times higher than in 2022. EEKA's bold leadership not only delivered measurable environmental benefits locally but also stimulated action across the region, encouraging other brands to investigate circular solutions. The ripple effect — people, places and partners choosing to do things differently — is the real measure of progress, and it keeps us hopeful and determined to do more.



Reducing our carbon footprint

We set an ambitious goal to reduce the GHG footprint of Naia™, and we're on track. That target guides our decisions and investments because meaningful climate progress must be built on clear strategy, robust data and shared action.

Eastman is committed to meeting its decarbonization goals through a clear, holistic strategy that recognizes the complexities of Scopes 1, 2 and 3 and is guided by the Eastman Climate Policy. For Naia™ this commitment is already visible in practice: material innovations such as Naia™ Renew and Naia™ Renew ES are central to lowering upstream emissions by reducing non-renewable natural resource inputs and diverting textile waste. These product innovations sit alongside our Naia™ sustainability commitments and our climate strategy, and they are amplified by strategic partnerships with industry leaders. Together, these elements create a practical, multifaceted pathway to reduce emissions across the value chain.

Goal:

Lower the greenhouse gas (GHG) footprint of the Naia™ portfolio (reducing GHG emissions Scopes 1, 2 and 3 per ton of product sold) by 40% by 2030 (from a 2019 baseline).

Status:

On track

The results are encouraging:

Carbon intensity

We're proud to report a 17.7% reduction in carbon intensity from 2021 to 2024. Carbon intensity links our greenhouse gas emissions to the economic value we create (usually expressed as emissions per million USD of revenue), and it's a clear way to see whether we're growing responsibly.

17.7%

reduction in
carbon intensity
from 2021 to 2024

A falling carbon intensity number means we're producing more value with the same or fewer emissions. That progress shows we are starting to decouple economic growth from environmental impact — not by slowing our aspirations but by making smarter choices across product design, procurement, manufacturing and partnerships.

GHG footprint

To ensure our reporting reflects reality, we've strengthened the backbone of our life cycle assessments (LCAs). We've moved from relying largely on secondary sources for raw materials to gathering more primary data from our suppliers, supported by the most reputable secondary databases. We have adopted a widely recognized LCA methodology and updated our assessments and baseline data to align with the European Product Environmental Footprint (PEF) guidance — a change driven by requests from global key accounts and by the need to prepare for forthcoming EU requirements. These improvements make our carbon figures more accurate, comparable and useful for decision-making.

Trust and independent verification matter to us. All Naia™ product LCAs are third-party reviewed by Quantis, providing an independent check on our methods and findings. The combination of stronger data, policy-driven strategy, product innovation and collaborative partnerships is how we're steadily driving the Naia™ footprint down — and why we remain hopeful that measurable action can add up to real climate progress.



Using the 2019 baseline of 7.31 MT CO₂-eq per metric ton of product sold, our reduction progress to date is 6.16% toward the 2030 target. The headline GHG reduction appears modest today largely because of the methodological updates described above. Aligning to PEF guidance and improving data quality changes how emissions categories are allocated and reported, which can make near-term percentage improvements look smaller even while substantive actions — product innovation, waste diversion, energy improvements and supplier engagement — are underway. In other words, stronger and more conservative measurement has short-term effects on the reported rate of improvement, but it gives us a more reliable platform to plan, track and accelerate real reductions.

This 6.16% improvement is more than a statistic. It's the sum of many small, careful decisions that let us serve our customers and take clear steps toward our reduction goals at the same time. We'll keep pushing because true progress is measured not only by growth, but also by how that growth is achieved.



Mainstreaming circularity



Imagine a world where yesterday's waste becomes tomorrow's essentials.

With Naia™, we're weaving that vision into reality by shaping new patterns of consumption and production that are as responsible as they are beautiful. With an expanding portfolio of Naia™ Renew fibers, certified through GRS mass balance, we're increasing recycled content and scaling solutions that can turn circularity into the norm, not an experiment.

Mainstreaming circularity is key to reducing waste, cutting carbon and building resilience for the industry. We want to ensure sustainability isn't a niche choice but the foundation of a thriving, global future, part of a brand's core collections.



Enhancing our sustainable offerings

In 2022, we introduced Naia™ Renew ES, our most advanced sustainable fiber to date. With a minimum of 60% GRS-certified recycled content, Naia™ Renew ES pushes circular innovation further, delivering 20% more recycled content than Naia™ Renew while maintaining the luxurious feel brands expect.

How do we achieve this? By replacing 20% of the wood pulp traditionally used to create Naia™ Renew with a recycled cellulose alternative. This innovation reduces reliance on virgin wood pulp, enhancing our sustainable offering.

This breakthrough quickly gained traction. Our pilot launch with **Patagonia** proved its performance in the outdoor market. And the fiber's versatility scaled with **Reformation** in early 2024, where it debuted in their bridal collection as a low-impact silk alternative. Reformation proudly touts the collection with the message "Like silk but better." Reformation has since scaled its Naia™ program to an always-on partnership spanning categories and occasions.

These partnerships highlight the commercial adoption of circular solutions by leading fashion brands — and we're only getting started.

Through Reformation's launch we gained important market feedback about value chain and brand preference for recycling textile waste over other waste sources, and this invaluable market insight is what we are using for future product innovations.



"Naia™ has been a critical partner on our journey moving away from conventional silk and its steep environmental impacts, without sacrificing everything our customers love about its elegant drape and luxe look."

Kathleen Talbot,
Chief Sustainability Officer and VP Operations,
Reformation

Goal:

By 2023, extend our Naia™ portfolio to include a fiber offering with a minimum of 60% recycled content, with the goal to progressively increase proportion in our portfolio.

Status:

Complete

Creating transparency from forest floors to retail stores

Transparency is no longer optional — it's the foundation of trust. And it begins with raw materials. Naia™ fibers are rooted in responsibly sourced inputs. Eastman holds FSC® (FSC-C140711) and PEFC™ chain of custody to ensure sustainable forestry practices, and all of our wood pulp suppliers hold internationally recognized certifications as well. Our recycled feedstocks are third-party certified through the Global Recycling Standard (GRS), guaranteeing that the recycled content used to produce our circular fibers comes from verified waste materials diverted from the environment.

To extend the same level of assurance across the value chain, we partnered with **TextileGenesis™**, a leading digital traceability platform used by more than 150 brands and more than 50 fiber producers worldwide. Together, we operationalized end-to-end traceability for Naia™ fibers, digitizing volumes as Fibercoins™ to create a secure chain of custody that mirrors every physical handoff from fiber producer to mill to brand.

Goal:

Enable advanced technology and information solutions for “track and trace” of materials from forest floor and recycled feedstocks to factory door by 2022.

Status:

Complete

This advanced system integrates with 90% of global certification bodies, providing verifiable origin, certification data and compliance-ready records for regulations such as CSRD, ESR and the EU Digital Product Passport. Brands benefit from stronger claim substantiation, tier-to-tier supplier visibility and reduced risk of misreporting.

For consumers, this means unprecedented confidence. When they choose Naia™, consumers can trace its journey from recycler or fiber producer into the garments they wear. To date, we've traced 1,443,871 finished garments made with Naia™ staple fiber or filament yarn, with 119.4 tons* of fiber verified for partner brands.

1,443,871

finished garments
made with
Naia™

119.4

tons of fiber
verified for partner
brands

The result is a fiber journey you can follow, a story you can trust and a system built for the future of sustainable fashion.

“With Naia™ we have shown that full supply chain transparency is achievable at scale. By digitizing fibers as Fibercoins™ and embedding certification data into every transaction, brands can substantiate their sustainability claims with confidence, consumers can trust the integrity of what they buy, and the industry gains a system that is compliance-ready and future-proof.”



Amit Gautam,
TextileGenesis™ founder and CEO

In addition to providing digital traceability through TextileGenesis™, Naia™ also offers an in-house Fabric Certification Program for physical traceability where mills, garment makers and brands can submit their fabrics and garments to our global labs for testing to ensure the fabrics they've purchased are indeed made with Naia™ branded fibers.

**119.4 tons is made up of a split between our staple fiber and filament yarn: 25.569 tons staple and 93.847 tons filament.*

Expanding our portfolio of recycled content offerings



Goal:

By 2025, more than 50% of the textiles portfolio is Naia™ Renew, and by 2030, more than 90% of the portfolio is Naia™ Renew.

Status:

Developing

Scaling circularity takes more than ambition. It takes alignment across markets, policy and consumer demand. While we've made tangible progress toward our goal of 50% Naia™ Renew by 2025, shifting global dynamics, delayed regulations and complex trade environments meant we did not fully meet our target.

Still, momentum is building. Top brands like **Reformation**, **Patagonia**, **Eileen Fisher**, **H&M** and **Aritzia** are adopting Naia™ Renew across categories. From bridal and ready-to-wear to lifestyle and outdoor apparel, we're proving circularity can be fashionable, desirable and profitable. Our focus now is on helping brands move beyond limited capsule collections to integrate Naia™ Renew into their core offerings, where impact multiplies.

We remain committed to expanding recycled content despite market constraints, and we believe upcoming industry regulations will accelerate adoption. In the meantime, we continue to embed sustainability at the center of our business decisions. This demonstrates that when brands, consumers and partners prioritize circular solutions, we can reduce waste, preserve natural resources and create value for people and the planet.

The challenge is real, but so is our conviction: Mainstreaming circularity isn't a side path — it's the way forward. As we continue to push forward with prioritizing circular solutions, we call on the industry to push with us.

Creating value from waste

What was once destined for landfill is now driving the future of fashion. By 2025, we achieved our goal of deriving more than 25% of the certified recycled content in Naia™ Renew from waste textiles. This proves that discarded materials can be reimagined as premium fibers.

Innovation and collaboration helped us reach this goal. Since 2021, our partnership with a U.S.-based feedstock supplier has diverted 8 million pounds of post-consumer carpet waste from landfills and incinerators and converted it into new fiber, reducing reliance on virgin resources. Demonstration programs with partners like Patagonia and Debrand showcase the potential of waste textiles to close loops and accelerate infrastructure for large-scale recycling.

8 million

pounds of carpet
waste diverted
from landfills

Our impact doesn't stop there. Eastman is proud to support **Accelerating Circularity's Clinton Global Climate Initiative Commitment to Action**, which aims to recycle 750k pounds of textile waste from September 2024 to August 2025. Our participation helps build the market and infrastructure needed to make textile-to-textile recycling a reality. By engaging with organizations such as the **PolicyHub**, **Alliance of Chemical Textile Recyclers**, and the **Fashion for Good** sorting for circularity study in the U.S. and the SAFI Consortium, we're helping shape industry-wide solutions that create value from waste.

Waste is not the end of a garment's story. It's the beginning of a new one.

Goal:

By 2025, more than 25% of recycled content is derived from waste textiles.

Status:

Complete





Investing in R&D

Innovation is the engine of circularity, and for the Naia™ team, innovation drives everything we do. We are on track to dedicate more than 75% of our textiles R&D resources to circular solutions by end of 2025, ensuring that sustainability is not a side project but the heart of our strategy.

Our team is focused on scaling Naia™ Renew, expanding into new market segments, and developing next-generation fibers that raise the bar for quality, performance and sustainability. This includes pioneering programs to explore alternative cellulose feedstocks, reducing dependence on virgin resources, and improving Eastman's carbon renewal technology to process more types of textiles waste.

In 2025, we took another major step forward by establishing a joint venture with **Huafon Chemical** that expands our Naia™ production capacity and unlocks breakthrough fiber performance. This advances our mission to make sustainable textiles accessible to everyone.

Goal:

By 2025, we'll invest more than 75% of our textiles research and development (R&D) resources in circular solutions.

Status:

On track

Beyond fibers, our R&D efforts extend into areas like dyeing and finishing innovation, water conservation and new product categories.

For us, R&D isn't just about creating products. It's about reimagining what's possible in textiles — pushing boundaries, scaling solutions and helping mainstream circularity for a more resilient future.

"Through cooperation with Eastman, we look forward to combining local advantages with international resources to achieve a fully localized chain — from technological innovation, product development and production to service — and jointly promoting the sustainable development of the textiles industry."

Congdeng Yang,
Director of the Huafon-Eastman
collaboration program,
Huafon Chemical

A close-up photograph of a hand holding a white cloth, possibly a face mask, over a person's arm. The scene is bathed in warm, golden light, suggesting a sunny day. The background is softly blurred, showing more of the person's arm and the fabric.

Caring for society



Our work is about more than textiles — it's about making an impact on the lives of people. The global Naia™ team fosters positive social and environmental impacts beyond product innovation. We engage our communities and empower them to be advocates for sustainable change in the textiles industry.



Protecting our home

Goal:

Proactively engage in advocacy and programs to protect forest ecosystems and support thriving communities through membership and contribution to MMCf initiatives, supporting the United Nations' Free, Prior and Informed Consent (FPIC) principle.

Status:

Complete and continuing

We treat forests as our home, not a commodity. Alongside rigorous sustainable sourcing of dissolving wood pulp, we support advocacy and on-the-ground restoration that protect ecosystems and strengthen community resilience — while endorsing the UN's FPIC principle. In Brazil, with support from the Eastman Foundation and in collaboration with **SOS Mata Atlântica**, we are supporting high-density, high-diversity plantings (roughly 2,500 native trees per hectare across 60–100 species), and are collectively planting nearly 75,000 trees with phased reporting, photos and annual monitoring. In the United States, the Eastman Foundation and **GP Cellulose** partnered with **The Longleaf Alliance** to deliver 60,000 longleaf pine seedlings to Torreya State Park — helping restore habitat after Hurricane Michael, protecting local water quality, and rebuilding homes for species such as the gopher tortoise and eastern indigo snake.

Beyond hectares and seedling counts, we deepen human connection to these landscapes. Naming trees for contributing employees and inviting value-chain partners to participate turn restoration into education and shared stewardship — small acts that reinforce the message: These forests are common homes and shared responsibilities. We also fully support **Canopy's** mission and their work; we are honored to have received the Dark Green Shirt recognition for three consecutive years.

"Canopy applauds the Eastman Naia™ team for their deeply collaborative approach, their dogged commitment to finding Next Generation Solutions, and for advocating for the conservation of Ancient and Endangered Forests. Your leadership is reflected in your Dark Green shirt in Canopy's Hot Button Report, and we look forward to continuing our partnership to scale solutions for the planet's forests."

Nicole Rycroft,
Founder and Executive Director,
Canopy

Developing and inspiring new talent

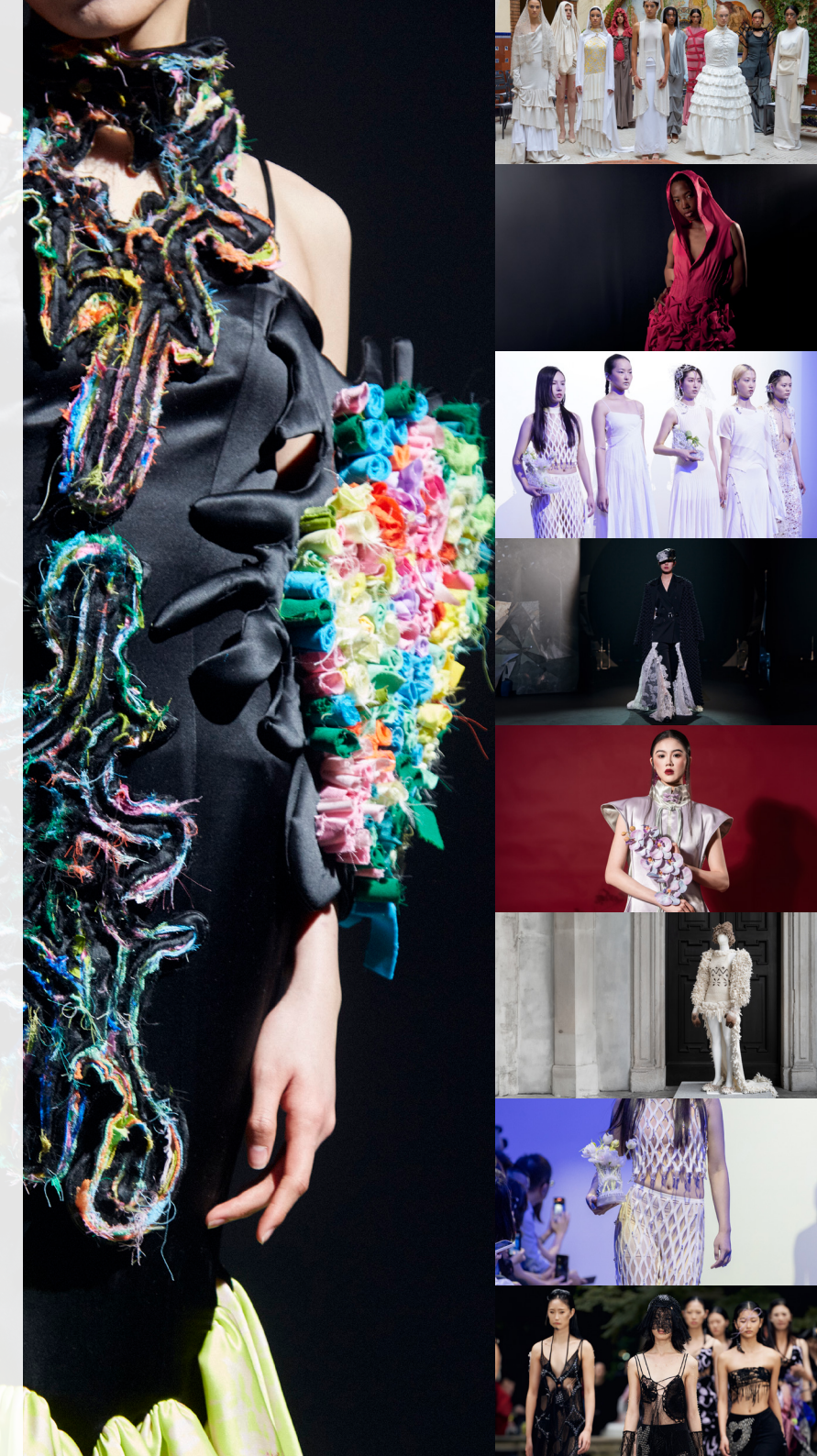
Goal:

Establish an annual partnership that sponsors education and champions business startups for emerging, talented, sustainability-minded designers.

Status:

Complete and continuing

Education and empowerment are core to the Naia™ sustainability story. We partner with leading fashion institutions — including **ESDI Barcelona**, **Bunka Tokyo**, **Beijing Institute of Fashion Technology**, **Lusófona University Lisbon**, and the **Fashion Institute of Technology in New York** — to sponsor challenges and programs that nurture sustainability-minded design talent. Initiatives such as the **RISE UP Sustainable Fashion Design Challenge** in Shanghai have reached hundreds of aspiring designers, equipping them with the skills and mindset to drive circularity and responsible material use. We also support emerging designers through the **Challenge the Fabric Award**, a competition that fosters innovation and pushes the fashion system toward biobased and recycled materials. We're proud to see these emerging creators become passionate advocates for a more sustainable textiles industry.



Preserving our unique Naia™ team culture

Our Naia™ team culture is one of our most valuable assets. We are committed to fostering a global workplace where people feel included, respected, celebrated and engaged — because a strong culture and sense of belonging drive innovation, collaboration and results. Reporting on culture differs from other sustainability goals. Unlike metrics for carbon, waste or product innovation, cultural engagement is about people — their expertise, ideas, experience and the way they work together. We focus on keeping the door open to the best talent worldwide and building teams based on skills, creativity and a willingness to learn, adapt and win, while also nurturing teams that care for and respect one another. Internally, we track levels of engagement through recurring annual pulse surveys and feedback loops, and we were encouraged to see 100% participation in the latest cycle. We actively work on areas of improvement with our leadership team and throughout our organization. For us, this is not a goal to “complete”; it is an ongoing commitment to listen, adapt and continuously strengthen the collaborative culture that makes the Naia™ team unique.

In 2024, the Naia™ team walked the runway at the Eastman Global Innovation Summit, with all models coming from the Naia™ team around the world.



Goal:

Annual engagement metric — track, review internally, improve year over year

Status:

Ongoing

Our Textiles leadership team



Ruth Farrell
General Manager



Claudia de Witte
Marketing & Sustainability Dir, Textiles



Clinton Hughes
Operations Technical Leader, Textiles



Daniel Anthony
Supply Chain Manager, Textiles



Dnyanada Satam
Commercial Leader, Textiles



Edmund Lu
Commercial Director, Textiles



Matheus Fonseca
Product Manager, Textiles



Megan Harding
Finance Manager, Textiles



Yong Li
Director, Fibers Technology Division



Building a sustainable future through partnerships and thought leadership

Goal:

Maintain zero hazardous chemical discharge and use certified wood pulp in Naia™ production, while driving industry advancement in man-made cellulosic fiber (MMCF) chemical management and water quality.

Status:

Complete and continuing

The Naia™ team collaborates across the textiles value chain to accelerate a more sustainable, circular industry — pursuing full traceability, transparency and third-party verification. As part of Eastman, we participate in multistakeholder groups and industry bodies to influence policy, advance practical solutions and raise standards for man-made cellulosic fiber (MMCF). Recent contributions include:

- **Textiles Exchange** working groups: We supported revisions to CCS and GRS to recognize chemical recycling and mass balance approaches, helping the industry accept innovative recycling technologies and align verification expectations. Mass balance provides a practical, verifiable way to account for recycled inputs today while physical segregation systems mature. It enables credible recycled content claims through transparent accounting and independent verification, prevents double-counting, and unlocks the commercial demand and investment needed to scale circular technologies — all while maintaining confidence for regulators, brands and consumers.
- Naia™ has been a strategic partner for the Future Materials Lab program initiated by **China National Textile and Apparel Council (CNTAC)**, collaborating with forward-thinking value chain players to define what is needed for a sustainable and circular textiles industry in China. We also participate in the working group around standardizing traceability.
- **Alliance of Chemical Textile Recyclers**: We joined fellow chemical recyclers to speak with a unified voice — educating stakeholders, aligning technical approaches and accelerating the conversion of used textiles into new feedstocks.
- **ZDHC** collaboration: We helped develop the first Cellulose Acetate Production Guidelines, which have been widely adopted as an industry norm since 2023.



Eastman Naia™ reinforces its leadership position by spearheading the future of sustainable materials in partnership with the China National Textile and Apparel Council (CNTAC), while also taking part in the working groups to develop global product transparency standards. CNTAC is establishing interoperable data systems that empower value chain traceability, circular closed loops and informed consumer decisions — solidifying Eastman’s vanguard role in catalyzing systemic circular economy transformation.

Kehua Hu
Director of Sustainability
Stewardship, CNTAC



Eastman has been a leader in the delivery of and education on textile-to-textile circular systems. First by joining our Accelerating Circularity’s steering committee to support the building of circular systems, and then as a founding partner of our ACTR (Alliance of Chemical Textile Recyclers) to educate and provide a unified voice to the industry on textile chemical recycling. It’s essential that we recognize the actors in the T2T space who have capacity and can deliver.

Karla Magruder
President, Alliance of
Chemical Textile Recyclers

Looking forward: our new goals

naiaTM
from Eastman

Sustainability isn't part of our strategy. It is our strategy.



We believe sustainable textiles belong to everyone. And with Naia™, we can proactively play a part in creating a textiles industry that does more good than harm — one that gives back more than it takes.

As we chart the path to 2030, we are raising our ambition — strengthening existing goals and setting new ones that drive deeper impact for people, the planet and the textiles industry. Building on our foundation, we will focus our efforts on three priorities: mitigating climate change, mainstreaming circularity, and caring for society.

New Naia™ goals

Mitigating climate change	Mainstreaming circularity	Caring for society
By 2035, lower the GHG footprint of current Naia™ U.S. production by 35% (Scopes 1 and 2 GHG emissions per ton of product sold) and achieve net-zero operations by 2050.	By 2028, launch a commercially scaled Naia™ product with a minimum of 60% certified recycled content, using apparel waste.	Proactively engage in advocacy and programs to protect and renew forest ecosystems and support thriving communities through membership and contribution to MMCF initiatives, supporting the United Nations Free, Prior and Informed Consent (FPIC) principle.
By 2030, achieve zero waste to landfill for Naia™ spinning production in the U.S.	By 2028, comply with EU and China Digital Product Passport requirements and offer physical and digital traceability options for our Naia™ portfolio.	Annually adopt a school to educate 1,000+ students on actionable sustainability through Naia™ programs, with a focus on educating and sponsoring emerging sustainability-minded designers, community activation and children's education.
Comply with 100% of the Materials Matters Standard's sustainability, environmental and social requirements including monitoring outcomes for water, biodiversity and other industry best practices.	By 2030, invest more than 90% of Naia™ textiles R&D in circular and sustainable innovations.	Serve as an industry thought leader by leading dialogue on safe, circular materials, and remain committed to responsible chemistry and sustainable forestry through compliance with regulatory and industry guidance.
	Run at least one take-back program annually with brand partners committed to measurable impact, to show what is possible with complex textile waste and push industry understanding and action.	Preserve our unique Naia™ team culture and measure and review employee engagement through annual global surveys.



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

eastman.com/locations

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