

Where Do Some Of The World's Most Prestigious Cosmetics and Personal Care Companies Keep Their Beauty Secrets?



Inoac Packaging, a global leader in specialty, heavy-wall packaging, uses Eastman Chemical Company's *Elegante* polymer to produce the sexy-shaped, sparkling clear and eye-catching containers that hold the beauty secrets to some of the world's most prestigious cosmetics and personal care products. Thanks to *Elegante* polymer, molders can easily process a broader range of container designs that provide the clarity and thickness of glass yet, unlike glass, have good impact resistance.

"Our customers have been looking for this for a long time," says Paul Horgan, corporate vice president, Inoac Packaging. "*Elegante* polymer allows Inoac to better serve its progressive clientele with designs that were once only possible with glass. It allows me to convert glass designs into the scale and capacity required for plastic. Prior to *Elegante* polymer, it wasn't aesthetically acceptable to mold thick-wall, optically clear glass-like containers with high aspect ratios such as ovals, facets and tapered cylinders."

Tests indicate that *Elegante* polymer's low melt temperature is ideal for such extreme container designs and its slow crystallization eliminates haze as the container is stretched to its farthest length. In addition to good thermal stability and chemical resistance, the polymer has demonstrated improvements in cycle time. It processes at a lower temperature resulting in reduced cooling time when compared to similar polyolefins.

"The family of *Elegante* polymers provides a wider selection of truly crystal clear materials for personal care products and extends our market reach into the upscale custom personal care and cosmetics industry," says James Weaver, Eastman business market manager, Container Plastics Business Organization. "*Elegante* polymer retains its clarity and is virtually free from the subtle hazing effects commonly found in thick-wall containers. From batch to batch, it's a neutral resin that makes color consistency easier." Eastman also offers a special computerized color-matching service.

"*Elegante* polymer can be summed up in one word—*clarity*," says Horgan. And with more than 500 custom container designs, Inoac continues its innovative approach to ensuring that the beauty of the packaging lives up to the prestige of the brand.

Inoac Packaging is a global manufacturer of custom containers for cosmetics and personal care products with facilities in the United States, Mexico, China, Japan and France.

Eastman Chemical Company, headquartered in Kingsport, Tennessee, U.S.A., manufactures and markets plastics, chemicals and fibers worldwide with 1999 sales of US\$4.59 billion. The quality systems of all *Eastman* plastics are registered under ISO 9000 except at plants in operation less than one year.

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