

SOFT TOUCH + COLOR PRESERVATION

ORAL CARE PRODUCER TOOTHBRUSH

AVIENT SOLUTION

Cesa™ Fiber Additives

WHY AVIENT?

- Delivered a colorless additive that creates a softer feel without compromising colorant performance
- Enabled compatibility with Nylon and PBT and met food-contact and heavy metal requirements
- Delivered a recyclable solution that advances the producer's sustainability goals

LEARN MORE

KEY REQUIREMENTS

- Develop ultra-soft, premium toothbrush filaments that elevate the consumer experience and brand value
- Ensure compatibility with both Nylon and PBT while preserving color flexibility
- Deliver a recyclable solution that meets heavy metal and food-contact compliance requirements, supporting sustainability goals