



## The new ingredient for improved comfort and sustainability

### Naia™ Renew cellulose acetate fiber for denim

Naia™ Renew is a remarkable, man-made cellulosic fiber that seamlessly blends supreme comfort with unrivaled sustainability. Thoughtfully crafted from renewable resources and recycled waste materials, Naia™ Renew is gentle on the skin and the planet, giving denim wearers a refreshed outlook on sustainable style.



#### Comfort

Skin friendly, inherently soft and quick drying for improved odor management



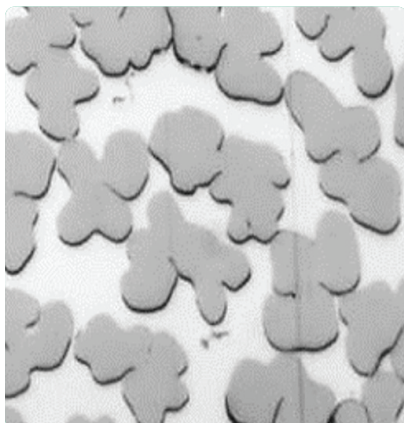
#### Sustainability

Uses recycled content to create value from waste with a low environmental footprint

### Create the ultimate blend for comfy denim

Can jeans be as comfortable as sweatpants? It's possible! Naia™ Renew, with its distinctive popcorn-like fiber shape, brings unrivaled softness to denim, maintaining a smooth feel even after washing.\* Our skin-friendly fibers hold OEKO-TEX class I certification, ensuring no use of harmful substances in the production process. And with fast-drying properties and superior odor management, Naia™ Renew ensures a pleasant and fresh denim experience, allowing you to move with ease and confidence.

Naia™ Renew fiber popcorn cross section



\*Based on ASTM D1388-18

## Sustainable and circular

Step into a new era of denim with Naia™ Renew, a fiber that creates value from waste materials through Eastman’s groundbreaking molecular recycling technology. Produced from 60% renewable wood pulp and 40% recycled\* waste material diverted from landfills, Naia™ Renew fiber is circular, certified biodegradable and compostable, with a low carbon and water footprint. Experience all of these benefits and more without compromising on quality and performance.

## The new ingredient for sustainable denim

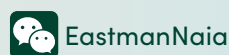
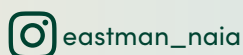
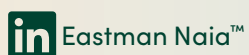
Naia™ Renew fiber blends well with natural fibers, other man-made cellulose fibers (MMCFs), synthetic fibers and multiple content yarns. This makes it the perfect ingredient for denim as it produces a sustainable and stylish fabric with an authentic look and feel that denim fans around the world will love.



Naia™ Renew blends with:	Material composition	Benefits
Cotton	<ul style="list-style-type: none"> <li>• Up to 40% Naia™ Renew in weft yarns</li> <li>• Core spun optional</li> <li>• 15% Naia™ Renew in finished fabric</li> </ul>	<ul style="list-style-type: none"> <li>• Softness before and after washes</li> <li>• Better absorption and spreading speed</li> <li>• Fit for all seasons</li> </ul>
Lyocell or modal	<ul style="list-style-type: none"> <li>• Up to 50% Naia™ Renew in weft yarns</li> <li>• Core spun optional</li> <li>• 15% Naia™ Renew in finished fabric</li> </ul>	<ul style="list-style-type: none"> <li>• Softness</li> <li>• Light and dry</li> </ul>
Polyester or recycled polyester	<ul style="list-style-type: none"> <li>• Up to 50% Naia™ Renew</li> <li>• Core spun optional</li> <li>• 15% Naia™ Renew in finished fabric</li> </ul>	<ul style="list-style-type: none"> <li>• Skin friendly</li> <li>• Odor management</li> <li>• Fit for all seasons</li> </ul>

\*Via GRS-certified mass balance approach

## Sustainable style, your way



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