

The Dow logo is a red diamond shape with the word "DOW" in white, bold, sans-serif capital letters inside. A small registered trademark symbol (®) is located at the bottom right of the diamond.

Surlyn™ CIR
ionomers by 

Transforming plastic waste for cosmetic packaging, with SURLYN™ CIR Ionomers



Across the beauty industry, manufacturers, brands, retailers and consumers all have a role to play in protecting our planet, by helping to tackle climate change and plastic waste.

This is driving demand for cosmetic packaging which helps to create a circular economy for plastics, by being recycled and/or enable recycling. Given the industry's focus on luxury and design, this drive for sustainability is coupled with a need to produce packaging that's beautiful and high quality.

We're responding to this growing demand by using plastic waste to produce SURLYN™ CIR ionomers, and working to scale the innovative, advanced recycling technologies that enable us to do so.

Circular feedstocks

Advanced recycling uses heat and pressure to break down hard-to-recycle mixed plastic waste into its basic chemical elements. We then use these materials to produce SURLYN™ CIR – which offers exactly the same performance as SURLYN™ made from virgin fossil materials. These circular ionomers:

- Give plastic waste a second life, instead of being incinerated or ending up in landfill.
- Conserve valuable resources.
- Deliver the same performance in the final application – which is crucial for reassuring customers.
- Meet the safety standards for equivalent, traditional products.

The material's production process is certified on a mass balance basis by the International Sustainability Carbon Certification (ISCC Plus).

Sustainable beauty

As well as helping to transform the waste and reduce the industry's reliance on virgin fossil feedstocks, SURLYN™ CIR offers exactly the same renowned look, feel and performance as the other SURLYN™ ionomers in our range. Our range of grades, combined with the material's flexibility, also offers designers total creative freedom – enabling them to create aesthetically pleasing, luxurious packaging that stands out from the competition. The material's key qualities include:

- Unique, crystalline transparency, even with thick walls, glossiness, and soft feel.
- Moldability, even into complicated forms, for an elegant look and distinctive container shapes.
- Excellent chemical and scratch resistance.

Let's work together to make beautiful cosmetics packaging sustainable.

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