ClearShield®
UV Blocker for PET

Personal Care and Cosmetics

Protecting your products from harmful UV light
ClearShield®

UV Blocker for PET
The Milliken story

With the introduction of ClearShield UV absorber, Milliken brings real value to PET packaging of shampoo, liquid soap, shower gel and cosmetics. This technology effectively protects UV-sensitive packed contents from degradation while maintaining the clarity and transparency of PET.

“Our promise is to deliver packaging applications with superior clarity that results in beautiful, versatile, sustainable packaging – and we think that’s a story worth sharing.”
UV protection in PET bottles

ClearShield offers an efficient way to protect against UV exposure by incorporating the UV absorber into the PET package itself. These UV absorbers filter 95% of UV light at up to 390 nanometers and are effective at very low loadings, enabling the use of more highly UV-sensitive natural essences, fragrances and colorants in the packaged products.

“Protecting your products from harmful UV light”
Protecting UV-sensitive colors

To ensure product consistency, and hence brand integrity, the contents of PET packaged goods must be protected from exposure both to sunlight and to indoor lighting during storage, distribution, retail display and post-purchase storage. Exposure to UV light can degrade ingredients, and negatively impact the appearance and color of the content. This is where Milliken is making a difference with ClearShield Colorless UV Absorbers, protecting UV-sensitive colors from degradation while maintaining the material’s clarity and transparency.

“We protect PET packaged goods from harmful UV light degradation.”
To ensure product consistency, and hence brand integrity, the contents of PET packaged goods must be protected from exposure both to sunlight and to indoor lighting during storage, distribution, retail display and post-purchase storage. Exposure to UV light can degrade ingredients, and negatively impact the appearance, and fragrance of the content. This is where Milliken is making a difference with ClearShield Colorless UV Absorbers, protecting UV-sensitive perfumes from degradation while maintaining the material’s clarity and transparency.

“We protect PET packaged goods from harmful UV light degradation.”
Your brand integrity is important

Packaging is a key differentiator for consumer goods and can make your products stand out on store shelves. But the value of appealing packaging vanishes quickly if the package fails to properly protect the contents. Product consistency – in appearance, fragrance, color, flavor and nutrient value – is vital to brand integrity. To ensure such quality consistency, the contents of PET packaged goods must be protected from exposure both to sunlight and indoor lighting. Consumers also like to see what they’re buying. So having the ability to deliver excellent UV protection in a clear, transparent package offers additional marketing and branding opportunities.

“Don’t let UV light damage your packaged goods or your brand’s reputation. Protect your products with confidence by using clear PET packaging that provides an effective shield from UV rays.”
Recycling clear, uncolored PET

By enabling greater use of more natural and uncolored PET, ClearShield helps to reduce or eliminate the need to use dark or colored containers to protect the contents. Such opaque and colored PET materials tend to make the recycle stream dark, which can make recycling more difficult and lessen the value of the reclaimed product. All this only further strengthens the argument for using clear, uncolored PET, and ClearShield UV absorbers allow this to happen, with no compromise in product quality.

“Plastics Recyclers Europe trade group warns: “These ‘colorful’ future trends will weaken the image of PET as a recycled product” ”
The efficient way

By incorporating the UV absorber into the PET package itself, this technology allows brand owners to remove the often high loadings of traditional UV additives that they previously had to include in the formulations of the packaged contents themselves. Formulators can obtain the same protection using up to 10 times less UV ClearShield absorber than traditional absorbers, which helps to save costs.

“By integrating UV protection into the package rather than the contents, ClearShield can help brand owners to simplify formulations and reduce costs while enabling the use of more UV-sensitive natural ingredients.”
Reducing waste water contamination

Adding ClearShield to the PET packaging also eliminates concerns about toxicity or waste water contamination by some of the chemicals traditionally used in other UV stabilizers. Both Standard PET bottles and PET bottles with ClearShield can be recycled. The PET bottle with ClearShield provides rPET with UV protection.

“Protecting the environment, reducing the amount of UV absorber in the waste water”
ClearShield®
UV Blocker for PET
Interested in UV protection in PET?

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