

# MYKITA



## MYKITA MAKES FULL SWITCH TO RECYCLED EASTMAN TRITAN™ RENEW FOR DEMO LENSES

Berlin, January 2026 – MYKITA will be the first eyewear brand to equip all optical demo lenses with Eastman Tritan™ Renew, reinforcing its commitment to certified material sourcing. From April 2026, all new MYKITA product deliveries will be fitted with demo lenses linked to this recycled material, repurposing waste otherwise destined for landfill while maintaining premium optical clarity.

Demo lenses remain an essential part of presenting optical eyewear. Inserted into frames for display and fitting, they are replaced with prescription lenses once a purchase is made. While this practice remains unchanged, MYKITA has replaced traditional plastic demo lenses with Tritan™ Renew – a next-generation copolyester with the equivalent of 50% certified recycled material.

As optical frames make up the majority of MYKITA's business, demo lenses represent the company's largest single lens purchase. The full switch therefore delivers a meaningful reduction in material impact across the collections, equivalent to saving 150,000 single-use water bottles from landfill each year\*. Tritan™ Renew is ISCC PLUS certified and produced using a mass balance approach. MYKITA's use of recycled material is verified through annual third-party audits, ensuring traceability and credibility.

Produced using Eastman's molecular recycling technology, Tritan™ Renew transforms hard-to-recycle plastic waste – such as carpets or plastic trays – into a new high-performance material. While this does not create a recycling loop for demo lenses themselves, it reduces reliance on virgin fossil resources.

Performance remains uncompromised: Tritan™ Renew meets – and in some respects exceeds – the clarity, strength and scratch-resistance requirements essential for optical demo lenses. The material is fully compatible with all MYKITA frame materials and with industry-standard anti-reflective coatings.

"Demo lenses have always been a small yet unavoidable part of every optical frame," says MYKITA founder and creative director Moritz Krüger. "With Tritan™ Renew, we reduce the impact of this component without compromising function or quality, further advancing the use of recycled materials across our collections."

"Material improvements, even in overlooked components, can add up to meaningful progress," says Rachel Oakley, Segment Manager at Eastman. "We're pleased to support MYKITA in expanding the use of Eastman Renew materials."

The transition follows MYKITA's pioneering full switch to Acetate Renew in 2022 and reflects the company's ongoing commitment to responsible design and reducing its environmental impact.

\*Weight of single use 500ml bottle applied is 10.3 grams

## ABOUT MYKITA

MYKITA is a design house for pioneering eyewear, renowned for a pure yet radical aesthetic. Patented engineering meets specialised craftsmanship to create frames with a distinctive tailored quality and long lifespan. All collections are handmade at the MYKITA HAUS in Berlin. Founded in 2003 by Moritz Krueger, MYKITA has taken an unconventional path, developing an independent production with a holistic way of doing things and a strong belief in interdisciplinary collaborations and creative exchange to drive progress. The focus is on creating exceptional products that last while practising transparency on its environmental and social responsibilities.

## ABOUT EASTMAN

"Founded in 1920, Eastman is a global specialty materials company that produces a broad range of products found in items people use every day. With the purpose of enhancing the quality of life in a material way, Eastman works with customers to deliver innovative products and solutions while maintaining a commitment to safety and sustainability. The company's innovation-driven growth model takes advantage of world-class technology platforms, deep customer engagement, and differentiated application development to grow its leading positions in attractive end markets such as transportation, building and construction, and consumables. As a globally inclusive company, Eastman employs approximately 14,000 people around the world and serves customers in more than 100 countries. The company had 2024 revenue of approximately \$9.4 billion and is headquartered in Kingsport, Tennessee, USA. For more information, visit [www.eastman.com](http://www.eastman.com)."