

SWAROVSKI ELEMENTS

ADVANCED CRYSTAL

A CLOSER LOOK TO SUSTAINABILITY AND COMPLIANCE



*designers' choice* SINCE 1895

# SWAROVSKI ELEMENTS

*advanced* CRYSTAL

THE NEW DNA OF CRYSTAL



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# ADVANCED CRYSTAL – The New DNA of Crystal



Far-reaching developments are afoot at Swarovski, with the announcement of a dramatic change to the DNA of its crystal.

The ADVANCED CRYSTAL standard, a patented, lead-free\* formula for Swarovski's entire crystal assortment, is much more than merely compliant with the strictest laws on the planet.

Hassle-free, rigorously tested and completely reliable, it is quite simply the most advanced crystal composition on the market today, providing perfect peace of mind.

# ADVANCED CRYSTAL – The New DNA of Crystal



## • SUPERIOR

- Ahead of competition with pioneering technology.
- Raising the bar for quality and sustainability in the industry
- **Exceeding today's industry standards. Anticipating those of tomorrow.**

## • BRILLIANT

- Same sparkle which Swarovski is famous for.
- Same variety and dependability
- **Added value to your assortment – just brilliant**

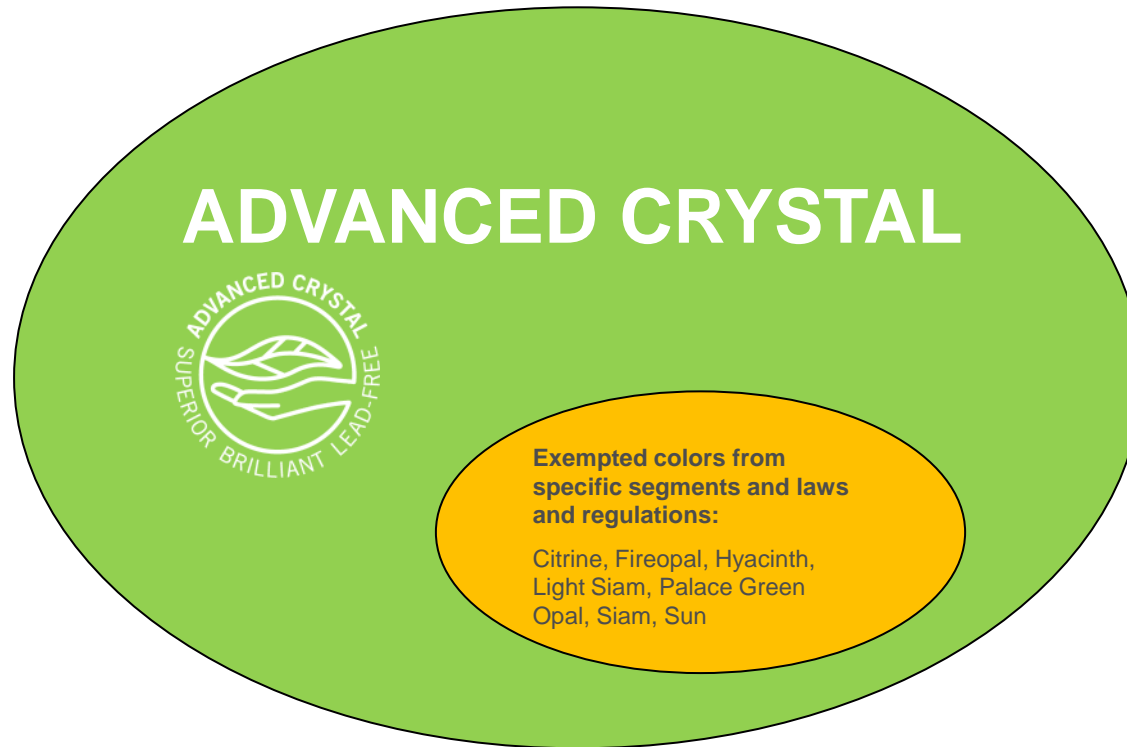
## • LEAD-FREE\*

- Carefully selected raw materials providing perfect peace of mind.
- Patented lead-free\* formula.
- **Because it's what you don't see that matters.**

# ADVANCED CRYSTAL Assortment Logic

ADVANCED CRYSTAL is available for the COMPLETE assortment of

- Loose crystal elements
- Forward-integrated solutions



THANK YOU!

