$$\begin{array}{ccc}
C & =\!=\!=\!=\!=\!=\!=\!=\!=\!=\!=\!=\!=\!=\!=\!=\!=\!=\!= & C \\
{\scriptstyle \rho^{-1}}\big\downarrow & & \big\uparrow{\scriptstyle \lambda} \\
C \otimes I \xrightarrow{\;\eta\;} C \otimes (C^* \otimes C) \xrightarrow{\;\alpha\;} (C \otimes C^*) \otimes C \xrightarrow{\;\epsilon\;} I \otimes C
\end{array}$$