



Ashland showcases innovative platform technologies and break through personal care ingredients at NYSCC Suppliers' Day 2024 in New York City

May 1, 2024

WILMINGTON, Del. May 1, 2024 – Following a successful exhibition at In-Cosmetic Global, Ashland is focusing on its' breakthrough, high performing innovative technology platforms during **NYSCC Suppliers' Day 2024**, New York, NY May 1-2, 2024 – **booth 507**.

Ashland's innovative technology platforms enable customers to respond to global megatrends and regulatory landscapes with unique, 'new-to-the-world' additives and specialty ingredients that are tunable and can scale multiple markets. They are renewable, nature-derived, biodegradable, non-microplastic, non-GMO, and vegan.

During NYSCC, emphasis will be given to the Transformed Vegetable Oil (TVO) platform with three new additives that have attractive sustainable characteristics and offer key high-performance benefits.

Antaron™ soja glyceride a nature derived, biodegradable film former that enables the creation of more natural sun care creams, lotions, gels, and color cosmetics.

Softhance™ mr conditioning agent a nature-derived, biodegradable conditioning agent delivering conditioning benefits from body washes, hand soaps, facial cleansers, and more.

Gantrez™ soja delivery system a nature-derived, biodegradable ingredient that enables the creation of novel oral care products with long-lasting freshness and antimicrobial benefits.

In addition, Ashland will also feature its latest sustainable innovations:

Perfectyl™ biofunctional, a high-tech chamomile extract developed by Zeta Fraction™ technology that won the Silver Green Ingredients award at In-Cosmetics Global 2024.

Sclareance™ biofunctional, a natural purified sclareolide obtained by fermentation from clary sage flowers. Sclareance™ boosts the 4D defenses of skin. It can help the skin transform vitamin D into its active form. Sclareance™ offers a dual benefit on scalp irritation and compromised skin.

Styleze™ es-forza ingredient, Ashland's most recent addition to its plant-based eco styling product line intended for gels and cream formulations. It boasts a customizable stiffness allowing formulators to tailor their products to a desired stiffness and hold while keeping any hair styles in the most extreme humidity.

N-durhance™ es-repair ingredient, a durable split end repair polymer that protects hair from damage and breakage during wet combing and heat styling. It also provides excellent sensorial properties giving the hair a lubricious, not tacky feel when wet and perfectly conditioned when dry.

Natrathix™ bio cellulose, a breakthrough thickener with suspension capabilities that keeps emulsion stability of skin and sun care creams, lotions and gels with a pleasant skin feel, offering an alternative to carbomer.

Phyteq™ raspberry multifunctional an impressive milestone on the path to effective and sustainable active ingredients that enrich cosmetic formulations beyond the antimicrobial aspect.

Microbiological quality management (MQM) concept ensures the high quality of cosmetic products. It consists of four key elements: plant hygiene, product protection, challenge tests, and training.

To learn more, visit: ashland.com/nyscc24

About Ashland

Ashland Inc. (NYSE: ASH) is a global additives and specialty ingredients company with a conscious and proactive mindset for environment, social and governance (ESG). The company serves customers in a wide range of consumer and industrial markets, including architectural coatings, construction, energy, food and beverage, nutraceuticals, personal care and pharmaceutical. Approximately 3,800 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit ashland.com and ashland.com/ESG to learn more.

™Trademark, Ashland, or its subsidiaries, registered in various countries.

FOR FURTHER INFORMATION:

Nina Servino

302-518-0104

Janina.servino@ashland.com