



News Release

Get selfie ready with Ashland - at in-cosmetics Global show in Amsterdam

- *Ashland delivers on "always solving" promise through trio of new ingredients offering innovative skin and hair care benefits*
- *Industry leader again sponsors Innovation Zone and hosts formulation lab session for research and development professionals*

Amsterdam, 17 April 2018 – As busy consumers increasingly search for personal care products that pamper, protect and soothe after a long day of stress on their skin and hair, Ashland has introduced a trio of innovative solutions that are designed to add significant allure, efficacy and usability to the industry's leading skin and hair care products.

Giant sea kelp, the ocean's magical harvest

Ashland introduced SeaStem™ biofunctional technology to help skin self-renew and protect against the negative effects of environmental pollutants. Using proprietary Zeta Fraction™ technology, Ashland captures the benefit of the whole living plant and refines the usability of the giant kelp, which has been called the "sequoia of the sea" for its towering length and rapid growth.

"Our skin in day-to-day life is bombarded by pollution and other stress factors. Ashland's SeaStem, with inspiration from the ocean, helps protect our skin's stem cells from this pollution. This creates a defense that aids with hydration and supports the renewal of the skin barrier, which helps us develop age-defying formulations," said Joel Mantelin, vice president, biofunctionals business development, Ashland.

The giant kelp is sustainably sourced and eco-harvested off the coast of California. The Zeta Fraction process is solvent-free, consumes minimal energy and creates minimal waste. Regeneration, nutrition and barrier functions are the three properties of the giant kelp seaweed that inspired the development of SeaStem.

What fine lines and wrinkles?

Ashland's new Optimage™ SF microgel provides rapid and significant improvement in the appearance of fine lines and wrinkles. The product's soft, flexible, silicone-free microgels do not interfere with other common skin care chassis ingredients, typically enhance formulation stability, and are easy to use due to their pre-dispersed liquid product form.

“Whether looking to age gracefully or simply be ‘selfie-ready,’ women and men of all ages expect their cosmetics to provide instantaneous fine line and wrinkle correction, without compromising on chemistry,” said Joe Torella, vice president skin care and business intelligence, Ashland. “Optimage™ SF offers formulators a robust, silicone-free solution that works well across skin types, with demonstrated efficacy both on Asian and Caucasian skin.”

Whether you have a mermaid fantasy, are a silver fox or Goldilocks, picture-perfect hair color that can extend time between salon visits

Ashland's ChromoHance™ 113 patented polymer helps keep rainbow hair color in picture-perfect condition for up to eight weeks between salon visits. Used in shampoos and conditioners, ChromoHance 113 shields color-treated hair from surfactant stripping by forming a hydrophobic surface on each strand, reducing water absorption during washing and slowing the fading process.

“With ChromoHance, consumers today can have radical reds, the deepest blues and pearlescent pink hair color without visible surface damage and can extend the time between salon visits from six to eight weeks,” said David Popplewell, global marketing manager, hair care, Ashland.

Formulation lab session

During the show, Ashland will lead a Formulation Lab Session on ClearHance™ C technology. Attendees will create a shampoo that conditions, creates volume, manageability and clean feel, in a clear surfactant system without interfering with the wash efficacy and build-up removal of the micellar surfactants.

Tuttu Nuutinen, EMEA technical service manager, Consumer Specialties, Ashland, will lead the session and illustrate how Ashland's micellar conditioning shampoo ingredients gently wash away dirt, grit, pollution, product build-up and excess oils. The session will enable participants to make a highly effective micellar shampoo in an easy way. It will take place on April 17 from 12:30–13:30 in Lab 2.

Colors that pop

We're launching a full color cosmetics kit that will highlight our high performing, multi-functional film formers and our partnership capabilities in formulation and consumer testing. This kit contains a full range of face and eye formulas, including a skin comfort foundation with one of our newest film formers, Ganex™ sensory polymer. The skin comfort foundation formula makes skin feel and look smoother with a flawless, matte finish. Ganex™ sensory polymer provides longer wear and water resistance, even coverage, increased stability, and longer UV protection to formulas. Visitors can then capture their fresh look and commemorate the show at the Ashland booth “selfie box.”

Innovation Zone sponsor

Ashland is again sponsoring the Innovation Zone, and will be showcasing its newest offerings at booth F120.

More information about Ashland at in-cosmetics Global can be found at www.ashland.com/icglobal.com.

REBRAND® 2018 Winner of Distinction

In February, Ashland was recognized as a 2018 Winner of Distinction by REBRAND®, the pioneer awards program for branding and the leading global resource for case studies on effective brand transformations, repositioning, revitalizing and redesign of existing brand assets to meet business goals. The REBRAND® 100 awards are not a “beauty pageant,” but rather they are based on bona fide business challenges and the brand strategy applied to accomplish the business objectives. Ashland was recognized this year among other prestigious winners such as COTY, Cadillac, Hewlett Packard, Siemens and more. For more information, please visit <https://rebrand.com/> and <http://www.ashland.com/pages/rebrand-100>

About Ashland

Ashland Global Holdings Inc. (NYSE: ASH) is a premier global specialty chemicals company serving customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food and beverage, personal care and pharmaceutical. At Ashland, we are approximately 6,500 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – who thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit ashland.com to learn more.

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