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## **Advances in controlled release and encapsulation technologies to be presented at the Winter 2014 Avant Institute Symposium**

WILMINGTON, DE - Scientists from around the world will present their latest findings in controlled release and encapsulation technologies during the Winter 2014 Avant Institute Symposium. New advances are necessary to enable consumer product manufacturers to continue to create differentiated formulations and to help resolve long-standing formulation challenges.

"Encapsulation and controlled release technologies represent the future of formulation," said Ben Sales, technical manager, Ashland Specialty Ingredients. "These technologies have already served as a cornerstone for major advances in the performance of formulations ranging from antiperspirants to laundry care. The amount of research is increasing exponentially, and collectively, has the potential to transform the way consumer products are put together."

The Winter 2014 Avant Institute Symposium titled, "*New Advances in Controlled Release and Encapsulation: Formulating with Creativity*," will serve as a showcase of technology advancements that expose formulators to new ways of creating innovative products with a high degree of feasibility, efficiency and exclusivity.

The Avant Institute Symposium was established by Ashland in 2009 to foster and promote scientific research relevant to the development and commercialization of technologies for the personal care industry. Held twice each year, the symposium serves as a forum to advance the latest ideas in science and to apply that knowledge in commercialization activities.

Most recently, the Avant Institute Symposium convened in Hamburg, Germany, on the subject of hair care, from root to tip. Included among the presentations were: "*Beneath the Skin Surface: Cellular Dynamics in the Hair Follicle*," "*New Observations on the Mechanical Behavior of the Hair Cuticle*," and "*Do we Understand Hair Damage?*" A complete list of articles and abstracts is available at [ashland.com/avant-spring-2014](http://ashland.com/avant-spring-2014).

Research professionals and consumer product formulators interested in attending the Avant Institute Symposium, to be held December 10, 2014 in Bridgewater, New Jersey, may contact the Institute at [avant.institute@ashland.com](mailto:avant.institute@ashland.com).

### **About Ashland Specialty Ingredients**

Ashland Specialty Ingredients offers industry-leading products, technologies and resources for solving formulation and product performance challenges in key markets including personal care, pharmaceutical, food and beverage, coatings and energy. Using natural, synthetic and semi-synthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, Ashland Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications.

### **About Ashland**

In more than 100 countries, the people of Ashland Inc. (NYSE: ASH) provide the specialty chemicals, technologies and insights to help customers create new and improved products for today and sustainable solutions for tomorrow. Our chemistry is at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, food and beverage, personal care, pharmaceutical, tissue and towel, and water treatment. Visit [ashland.com](http://ashland.com) to see the innovations we offer through our four commercial units - Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Valvoline.

### **FOR FURTHER INFORMATION:**

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