



News Release

Ashland gets selfie-ready and solves with innovations for hairstyles that hold when taken to the max and with long-lasting, comfortable cosmetics during NYSCC Suppliers Day

REBRAND® 2018 Winner of Distinction also launches new online selector tool for preservatives and highlights solutions from the ocean and the Amazon that pamper and protect

New York, May 15, 2018 – As busy consumers increasingly search for personal care products that reinforce individualism, and pamper, protect and soothe after a long day of stressors on their skin and hair, Ashland launched new innovations for the personal care industry during NYSCC Suppliers Day, booth #1419.

Extreme to the max – AquaStyle™ 300 N styling polymer

This multifunctional fixative and styling polymer enables the creation of extreme hair styles with resistant hold. Even in humid conditions, AquaStyle™ 300 N delivers style durability with a brilliant shine and frizz control, creating a barrier to shield against external factors such as pollution and the negative effects of urban living. Applications for this new product include clear gels, cream gels, mousses, combing cream, serums and lotions, styling sprays, and novel textured stylers including pastes, putties, waxes, glues and more.

“AquaStyle™ 300 N polymer is designed to meet the trend for individualism and today’s market demands for hair-styling applications,” said Linda Foltis, vice president, global hair and home care and regional research and development, Ashland.

Rapid, silicone-free wrinkle correction

Ashland’s new Optimage™ SF microgel gives a 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 ingredients in a formulation and typically enhance its stability.

“Women who are aging gracefully expect their cosmetics to provide rapid fine line and wrinkle correction,” said Joseph Torella, vice president, skin care and business intelligence, Ashland. “Optimage™ offers formulators a robust solution, using polymeric

microgels and a technology that works well across skin types, with demonstrated efficacy both on Asian and Caucasian skin."

Long-lasting, comfortable cosmetics

Consumers expect longer-lasting cosmetics than ever before, without compromising on performance or comfort. Ashland's unique multi-functional film formers like Ganex™ Sensory offer formulators a new tool to add wear, water, and transfer resistance while improving coverage and skin feel. Likewise, Ashland's rheology modifiers like Ultrathix™ P-100 offer simultaneous improvements in pigment dispersion and texture. Visit booth #1419 to see our new and comprehensive color cosmetic kit, highlighting the benefits of Ashland film formers and rheology modifiers in foundation, blush, lipstick, mascara and eyeshadow.

Verve, vivacity and oomph. Superfruit to energize and revive.

Suprastim™ biofunctional is extracted from a superfruit, camu camu, which is sustainably sourced in the Amazonian rainforest. It is known to have the highest vitamin C content among all fruits and a high antioxidant capacity. Suprastim™ is associated with an energy boost for skin, and can help increase skin luminosity while mitigating the signs of skin fatigue induced by a busy lifestyle.

Preservative Selector Tool

The intuitive and easy to use Ashland's Preservatives Selector tool allows you to select the appropriate "antimicrobial technology" based on your specific and dynamic criteria like pH-value, cosmetic application and chemistry/technology type. Once a preservatives technology has been selected, the tool provides quick links to the product detail information. The Preservatives Selector Tool is available on Ashland's website at www.ashland.com/preservativesapp.

The ocean's magical harvest – Giant Sea Kelp

Ashland introduced SeaStem™ biofunctional during In-Cosmetics Global 2018 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," said Joel Mantelin, vice president, biofunctionals business development, Ashland. "This creates a defense that aids with hydration and supports the renewal of the skin barrier, which helps us develop age-defying formulations."

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™.

Picture perfect. Hair canopy so color lasts between salon visits.

Mermaid fantasy, fiery Ombre, silver fox or Goldilocks, Ashland's ChromoHance™ 113 patented polymer keeps rainbows of hair color in picture perfect condition for up to

eight weeks between salon visits. Used in shampoos and conditioners, ChromoHance™ 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.

“Consumers today can have radical reds, the deepest blues and pearlescent pink hair color without radical damage and stretch their time between salon visits from six- to eight- weeks because ChromoHance™ 113 polymer slows the fading process,” said David Popplewell, global marketing manager, hair care, Ashland.

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. <https://rebrand.com/> and <http://www.ashland.com/pages/rebrand-100>

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

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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