



News Release

Ashland showcases ingredients processing expertise for nutraceuticals at Vitafoods show

Geneva, Switzerland, May 15, 2018 - Ashland will introduce an expanded portfolio of nutraceutical products to European customers at Vitafoods Europe 2018 – a global nutraceutical event which runs May 15 -17 in Geneva. One year after acquiring Pharmachem, a leading provider of quality ingredients to the global health and wellness industries, Ashland will showcase a wide range of ingredients including branched-chain amino acid (BCAA), medium-chain triglycerides (MCTs), aloe vera, film coatings, tablet binders and disintegrants.

"This is the first time we have been able to showcase our branded ingredients portfolio and solution capabilities at a nutraceutical trade show in Europe," said Joel Prouff, general manager EMEA – Pharmaceutical, Health and Wellness and Agriculture. "We are really excited to highlight how we can leverage our proven expertise in the pharmaceuticals market with the functional aspect of our other well-known ingredients within the nutraceutical market. It's also a great opportunity to bring together our integrated team and products offering from Ashland and Pharmachem."

Organic from farm to market

Aloe vera is increasingly popular in Europe, as this 'super ingredient' becomes more common on supermarket shelves. Ashland can offer our customers an all-in-one aloe resource by growing, harvesting, processing and delivering it. Come to the booth to try an aloe shot!

Who fortifies on the fly?

Visit the Vitafoods Tasting Center to try our ferronyl iron sprinkles in chocolate and mixed berry flavors. These sprinkles combine nutrition, portability and taste whether you're at home or on the go. With our proprietary processing, the sprinkles rapidly dissolve on your tongue with no aftertaste. Just rip the top, pour the powder on your tongue and enjoy.

Celebrate

Join our stand party at booth E162, as we celebrate the expansion of our nutraceutical portfolio and capabilities. The party takes place on Tuesday 15th May from 17.00-18.00.

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 www.ashland.com/vitafoods to learn more.

FOR FURTHER INFORMATION:

Media Relations:
Michaela Neilson
+41 79 109 58 40
mneilson@ashland.com