Ashland introduces Natural Line for personal care which includes hyalurotech™ sodium hyaluronate biosynthesized with biotechnology

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WILMINGTON, Del., January 23, 2023 - Ashland is excited to announce the launch of The Natural Line for personal care products. This line is focused on promoting natural ingredients that can be easily recognized by their name, INCI description and have a defined composition.

One of the standout ingredients launched in the natural line is sodium hyaluronate, which is produced through biotechnology. This ingredient, hyalurotech ™ sodium hyaluronate is known for its ability to hydrate and plump the skin, making it a popular choice for skincare products. The hyalurotech ™ product line is comprised of different molecular weights that allow for varied depths of penetration into the skin, making it suitable for use on different areas of the face and body.

“Our commitment to environmental, social, and governance (ESG) is at the forefront of all our business decisions, and the launch of the natural line is no exception,” said Neil Astles, new business development manager, Naturals, Ashland. “We believe that transparency and sustainability are key to driving positive change in the industry, and we are proud to offer consumers ingredients that align with these values. This new product line is a testament to our commitment to creating natural ingredients and promoting transparency in the beauty industry.”

Ashland intends for The Natural Line to become a go-to choice for those looking for personal care products made with natural ingredients.

For companies and branders interested in partnering with Ashland solvers, and learning how Ashland can help bring innovation to personal care products, visit www.ashland.com/naturals

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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, automotive, construction, energy, food and beverage, nutraceuticals, personal care and pharmaceutical. Approximately 3,900 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.

FOR FURTHER INFORMATION:

Media Relations
Jackie Egan
Email: jacquelyn.egan@ashland.com