New Ashland transformed vegetable oils technology platform generates Gantrez™ soja delivery system for long-lasting actives retention in toothpaste and mouthwash

October 12, 2023

Wilmington, Del., October 12, 2023 - Under Ashland's new transformed vegetable oils technology platform, the company has launched Gantrez ™ soja delivery system for toothpaste and mouthwash.

Gantrez ™ soja is a nature-derived, biodegradable active delivery system for oral care that retains hydrophobic and poorly water-soluble actives on oral surfaces for long-lasting benefits.

"Today's oral care products use a wide range of actives, from antibacterial agents to kill germs and prevent plaque, to pigments and dyes for whitening effects and to flavors for freshness," said Ann Druffner, global marketing lead, oral care at Ashland. "Gantrez ™ soja delivery system is an innovative technology that improves the retention in the mouth for longer periods to provide much-needed time for improved efficacy which leads to brighter and healthier smiles."

Harnessing the power of transformed soybean oil, Ashland Gantrez ™ soja delivery system has 76 percent natural origin content by ISO 16128, 2-2017. It is biodegradable[1] and vegan-suitable[2]. It is non-GMO and not a microplastic[3].

"With Gantrez ™ soja delivery system, Ashland has expanded its portfolio of sustainable ingredients, providing oral care manufacturers with the ability to deliver next level performance benefits to consumers while responding to their desires for clean ingredients," said Druffner.

Continuous secretion and flow of saliva in the mouth can remove and deplete active agents that are left after brushing or rinsing with an oral care product. As a result, antibacterial agents only have a short period of time to act and provide a limited germ kill benefit, especially in hard-to-reach areas including the gum line and between teeth. Ashland's new, nature-derived Gantrez ™ soja delivery system improves the in-vitro retention and substantivity of several actives.

"When the Gantrez ™ soja delivery system is added to a toothpaste formulation, actives will act slower and longer which is a major advantage of this technology for the consumer," said, Petros Gebreselassie, oral care research and development applications lead, Ashland.

At the platform level, Ashland's transformed vegetable oils technology is a four-in-one multifunctional. It is a dispersant, film former, binder, and delivery system that enables customers the complete control from zero to 100 percent dissolution in water of the transformed vegetable oils. Building on the attractive characteristics of vegetable oils, Ashland created this new-to -the-world additive that extends beyond personal care to coatings as an alternative to synthetics; to pharmaceuticals for improved sustained release and enhanced low soluble drugs; and to crop care as a seed treatment for high, dust-off efficiency.

To learn how Ashland solvers can help bring innovations to your formulations, visit ashland.com/gantrezsoja and ashland.com/platforms23 for more information.

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, 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.

[1] Has attained a sufficient level of biodegradation that meets requirements for "readily" or "inherent" according to OECD or related methods such as, 301, 302, or 306.

[2] meets Ashland's criteria for animal content, animal testing and manufacturing practices

[3] by current ECHA definitions

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