



Ashland innovative platform technologies and personal care ingredients demonstrate meaningful growth opportunities for customers at in-cosmetics Global, Amsterdam

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WILMINGTON, Del., April 1, 2025 - In 2024 ASH celebrated 100-years of transformative change. Today, Ashland has laid the groundwork for a new kind of innovation, laser-focused on the future, driven by sustainable platform technologies and groundbreaking scientific discoveries. These high performing platform technologies and personal care ingredients will be on display during in-cosmetic Global, Amsterdam, The Netherlands, April 8-10, 2025, at Ashland booth 5C70.



During the show, emphasis will be on Ashland's innovative platform technologies, that demonstrate superior performance and meaningful growth opportunities for brands and can enhance the speed and impact of their products and applications. Many of these unique, 'new-to-the-world' additives and specialty ingredients are patented and "tunable" to scale multiple markets. They are renewable, natural, biodegradable, non-microplastic, non-GMO, and vegan. Ashland will also be highlighting natural, nature-derived, and biodegradable ingredient solutions designed to enable customers to respond to global megatrends and regulatory landscapes. At the Ashland booth, learn more about:

Antaron™ opt natural glyceride, the newest innovation from Ashland's transformed vegetable oils platform is for modern outdoor living and city-life. Antaron™ opt natural glyceride is an avant-garde nature-derived film former and water-proofer for high pH sun care and day creams offering superior SPF protection claims.

Texturpure™ sa-2 ingredient, discover Ashland's next-generation nature derived biodegradable texturing and suspension agent for hair and body care that delivers luxurious sensory touch, exceptional performance, sustainability excellence and effortless formulation. With texturpure™ sa-2, brands can create indulgent, eco-conscious products that meet consumer demands while

reducing their environmental impact.

Collapeptyl™ biofunctional, the first-ever hyalupeptide hybrid, mimetic and booster to 20 skin collagen types for instant glass-like, glowy skin and wrinkle appearance correction. This vegan suitable, non-PFAS, 99.7 percent natural collagen peptide solution delivers unparalleled synergistic performance and powers a dual action. It combines sensorial effect with instant and long-lasting visible benefits ensuring both product elegance and efficacy.

Sensiva™ sc 50 natural multifunctional builds on the groundbreaking sensiva™ sc 50 success. This renown multifunctional booster is now available in a natural version. Antaron™ soj glyceride, a nature derived, biodegradable film former that delivers water resistance and sun protection factor (SPF) boosting benefits to sun care and color cosmetic formulations. This innovation enables the creation of more natural sun care creams, lotions, gels, and color cosmetics, the ingredient is part of our transformed vegetal oil technology platform.

Blumilight™ biofunctional, a Theobroma Cocoa Seed extract to help skin fight photodamage induced by blue light and UV. It is ideal for use in sun care and day care products, daily defense creams, anti-aging and anti-hyperpigmentation facial care products.

Fiberhance™ bm solution, a novel, patented chemistry for hair strengthening, evolving from glucose-based chemistry. It has a unique multifaceted mode of action, penetrating deep into the cortex to create new hydrogen and ionic bonds to support the damaged internal keratin structure and restores strength and manageability to the hair.

Styleze™ es-forza ingredient is Ashland's most recent addition to its plant based eco-styling product line, intended for gels and cream formulations. It boasts a customizable stiffness allowing formulators to tailor their products to a desired stiffness and hold while keeping any hair styles in the most extreme humidity.

N-durhance™ es-repair ingredient, a durable split end repair polymer that protects hair from damage and breakage during wet combing and heat styling. It also provides excellent sensorial properties giving the hair a lubricious, non-tacky feel when wet and perfectly conditioned when dry.

Natrathix™ bio cellulose, a breakthrough thickener with suspension capabilities that keeps emulsion stability of skin and sun care creams, lotions and gels with a pleasant skin feel, offering an alternative to carbomer.

X-tend™ 226 ester acts as an emollient and solubilizer for organic ingredients. It offers an excellent sensorial effect and helps counteract the oily feel of other ingredients. When used in hair sprays, X-Tend™ 226 ester increases the shine of hair.

To learn more, visit: ashland.com/incos25

About Ashland

Ashland Inc. (NYSE: ASH) is a global additives and specialty ingredients company with a conscious and proactive mindset for environmental, 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, personal care and pharmaceutical. Approximately 3,200 passionate, tenacious solvers 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.

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