Ashland unveils collapeptyl™, a revolutionary biofunctional delivering superior performance for the collaverse™ ecosysten

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Globalize strategy creates meaningful change for customers' organic growth opportunities

WILMINGTON, DE – April 3, 2025 – Ashland Global Holdings Inc. (NYSE: ASH) has launched collapeptyl™, a groundbreaking, biofunctional innovation in collagen science that addresses growing consumer demands for sustainable, multifunctional skincare ingredients with proven efficacy.





While the cosmetics industry has long sought to replenish collagen, traditional approaches often fall short of delivering truly biomimetic, effective, and sensorially appealing solutions. Ashland collapeptyl™ changes the game by offering a solution that works in perfect harmony with the skin's natural architecture.

“Collagen is the most famous cosmetic active,” said Justine Cotton, global marketing manager, Ashland. “It is the structural backbone of the skin, ensuring its strength, resilience, and youthful appearance. “Collapeptyl™ biofunctional offers a perfect match of three iconic actives that consumers are familiar with and highly trust: collagen, peptides and hyaluronic acid.”

This revolutionary ingredient harnesses Ashland's patent-pending 2HP™ technology (Hyaluronic Hybrid Peptide) to create a vegan-suitable, non-PFAS, 99.7 percent natural solution that is associated with a boost of 20 collagen chains in the skin's Collaverse™ – an intricate ecosystem of diverse and interconnected collagens that maintain skin integrity and youth.

"Collapeptyl™ is not just another active ingredient. We are transforming the future of collagen science, delivering the next generation of synergistic performance and collaborating with our customers to bring new claims to consumers," said Jim Minicucci, senior vice president and general manager, personal care, Ashland. "Where traditional collagen approaches have consistently fallen short, our biofunctionals innovation succeeds by delivering a truly biomimetic, effective, and sensorially appealing solution. By leveraging advanced AI molecular modeling and our deep understanding of the skin's architecture, we've created a revolutionary ingredient that delivers both immediate sensorial benefits and long-term biological effects. Collapeptyl™ is a breakthrough innovation that further boosts our technology-rich biofunctionals offering and globalization strategy."

Powered by science, proven by results

Collapeptyl™ biofunctional represents a significant advancement in hybrid technology with the creation of the first-of-its-kind hyalupeptide for the cosmetic industry. The novel molecular complex was determined through artificial intelligence which has predicted the best molecular interaction between the right size of hyaluronic acid and selected age-defying peptides, Tripeptide-1 and Hexapeptide-9, to create an optimized skin matrix-mimetic 3D hybrid, highly efficient.

Short term and long-term clinical studies demonstrate impressive efficacy:

- a synergistic increase of collagen I by 44 percent and hyaluronic acid by 57 percent in ex vivo skin, more efficient than benchmark peptide
- enhances all 20 key collagen chains within the skin's collaverse™
- corrects appearance of expression wrinkles in just 4 hours with just one application of a mask containing collapeptyl™
- reduces deep wrinkle circumference by 196 percent and depth by 105 percent after one month
- provides an instant glass-like glow with a velvet-smooth feel, as confirmed by both expert and non-expert panels sensorial evaluation

Meeting global consumer trends

The development of collapeptyl™ biofunctional addresses several key market trends:

K-beauty influence: The product delivers the sought-after "glass skin" effect popular in Korean beauty aesthetics, providing instant radiance and smoothness after just 30 minutes of application, as demonstrated in clinical studies.

Clean beauty movement: At 99.7 percent natural according to ISO 16128, collapeptyl™ biofunctional meets growing consumer demand for clean, transparent formulations with fewer synthetic ingredients.

Sustainability focus: This vegan-suitable active aligns with eco-conscious consumer values while delivering performance comparable to traditional collagen-based ingredients.

Multifunctionality: As both a performance-driven active and a texturactive™ ingredient, collapeptyl™ biofunctional allows formulators to achieve multiple benefits with fewer ingredients – improving efficacy while simplifying formulations.

Globally approved and tested on both Caucasian and Asian skin types, collapeptyl™ biofunctional is compatible with a wide range of formulations including serums, gels, masks, and creams, making it a versatile solution for cosmetic manufacturers worldwide.

For more information about collapeptyl™ biofunctional and Ashland's innovative specialty ingredients portfolio, visithttps://bit.ly/4hVyWwI

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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