



## News Release

### **Ashland's sustainable solutions awaken consumers' natural beauty at in-cosmetics Asia 2019**

Bangkok, Thailand, November 5, 2019 – More than ever, consumers are chasing more sustainable, more natural, and milder personal care products. In response to market demands, Ashland's breadth of personal care innovations, including nature-based biofunctionals, unique polymers, and new preservatives technology, will be showcased in in-Cosmetics Asia 2019.

#### **restore skin's peaceful balance**

Capturing the intersection between beauty and health and wellness, Ashland's new Infini'Tea™ biofunctional is a unique, ultra-fresh tea serum extracted from live *Camellia Sinensis* tea leaves using Ashland's proprietary Zeta Fraction™ technology. Infini'Tea™ biofunctional provides formulators with a solution to restore a peaceful balance inspired by neuro cosmetics and the ceremonial ritual of tea. This solution enables a young, fresh and relaxed look for the skin.

#### **fulfill the dream of more natural sunscreens**

Today, consumers also seek sustainable and efficient sun care solutions for safe and easy-to-apply protection. Ashland's new Antaron™ ECo ethylcellulose is derived Forest Stewardship Council (FSC)- certified cellulose. Made in a water-based manufacturing process, it minimizes the use of solvents. The globally compliant film former is listed on global chemical inventories, including Australia, Canada, and China. Antaron™ ECo ethylcellulose provides formula aesthetics for emulsions, gels, and sprays and is Halal and Kosher certified.

#### **safety belt for cosmetics**

Safe and effective preservation combined with mildness to the skin is an important aspect for all water-based formulations and especially for high water content formulations such as face masks, essences, and serums. Ashland's new Optiphen™ GP preservative not only meets these requirements, but also is innovated to have key features, including color-free, broad-spectrum with a wide pH range, and easy-to-handle liquid formulation. After evaluation with volunteer panelists (N>200) from Asia and other regions, it showed no potential for skin irritation or allergic contact sensitization. Additionally, all of Optiphen™ GP preservative's ingredients are listed on

the Inventory of Existing Cosmetic Ingredients in China (IECIC).

### **help defy grey hair**

Chromafend™ biofunctional from Ashland's Vincience laboratories in France is extracted from golden flax seeds (Linseed) that are organically grown and ecoextracted. Inspired by the "Hair Melanin System," Chromafend™ biofunctional is associated with key pigmentation biomarkers linked to hair graying.

"Although many people choose not to color their hair, they don't want to admit defeat to gray hair," said Anne Clay, global marketing manager and new business development, Vincience biofunctionals. "Our golden flax seeds are 100% organically grown and considered as a super grain, and we use green chemistry to eco-extract the biofunctional active. We are proud that Chromafend™ biofunctional is COSMOS validated."

### **a natural at mousse styling**

Styleze™ ES-1 polymer is a nature-derived polymer that delivers voluminous style for bouncy, defined waves and curls. This COSMOS validated, biodegradable solution provides improved style durability, enhances curl formation, delivers 48-hour humidity resistance and is perfect for mousse formulations, both aerosol and non-aerosol, as well as leave-on styling treatments and curl creams.

"For today's hair care market, Gen Z and Millennials are looking for personalized products that meet their individual hair care needs and styling rituals and are likely to pay more for sustainable/eco-friendly products. For both generations, it's important that their purchases reflect their ideals, but they demand performance and quality. Styleze™ ES-1 polymer allows manufacturers to bring a more natural solution to the market that will meet performance expectations," said Penny Antonopoulos, global director of marketing, hair care.

### **take control of your environment**

Ashland offers a total defense package with ingredients for air pollution protection, light spectrum protection, and skin repair. The total defense formula ritual offers consumers comprehensive environmental protection and repair.

"Ashland is uniquely positioned to offer complete protection in a skin care regime. We have solved to help protect skin from UV light, blue light and pollution by shielding the skin from these aggressors, and we help skin maintain its balance and aid in its self-repair," said Jennifer O'Hara, global marketing manager, skin care and color cosmetics, Ashland.

### **the secret to superior conditioning**

ClearHance™ C conditioning polymer is a new chemistry that provides superior clarity and conditioning functionality to enhance clear/transparent shampoos, conditioners body washes, and liquid soaps. Based on cassia seeds, naturally

harvested in India, this cationic technology provides excellent conditioning and deposition benefits.

### **in-Cosmetics Asia 2019 highlights**

During the trade show, Ashland delivered multiple approaches to help consumers wake-up their natural beauty.

At the **Innovation Zone** and **Spotlight On**, Ashland introduced its latest offerings, including Infini'Tea™ biofunctional, Rosaliss™ biofunctional, and Crème by You formulation.

At the **formulation lab**, Ashland scientists led a hands-on demonstration to produce the Urban Renewal Silicone-free Melting Cleansing Balm, and apply cb2-skin™ biofunctional with patchouli power.

For more information, visit the Ashland at booth #M30 to find out more featured solutions or visit [ashland.com](http://ashland.com)

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### **About Ashland**

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