



News Release

Ashland showcases its latest innovations at in-cosmetics Asia Show 2018, helps protect and intensify urban beauty

Bangkok, October 30, 2018 – In Asia, the health and wellness trend covers a broad range of aspects from urban healthy lifestyles to personal care. An increased focus on these areas has led to stronger consumer demand for products that offer the benefits to fight harmful environmental pollutants associated with living in urban areas. Today at the in-cosmetics Asia exhibition, Ashland introduced a trio of innovative market-changing technologies and customer-driven solutions to address the impact that environmental pollutants have on skin and hair.

Suprastim™ biofunctional revives with superfruits

Hectic lifestyles, stress, too much sun and too little sleep are factors which can make skin look less luminous and less toned. Exposing skin to certain environmental stressors can also cause skin fatigue, making facial wrinkles appear more visible and dark rings under eyes more prominent.

Ashland solved for these issues with Suprastim™ biofunctional, a solution to help relieve the visible signs of skin fatigue and provide an energy boost to skin care products. Suprastim™ enables skin cells to re-balance their natural energy flow, help revive skin and give it a healthy glow.

Rapid, silicone-free wrinkle correction

Ashland's new Optimage™ SF microgel provides rapid and significant improvement in the appearance of fine lines and wrinkles. The product's soft, flexible, silicone-free microgels do not interfere with other common skin care chassis ingredients, typically enhance formulation stability, and are easy to use due to their pre-dispersed liquid product form.

"Women who are aging gracefully expect their cosmetics to provide instantaneous and long-lasting improvement in the appearance of fine lines and wrinkles," said Joseph Torella, vice president, skin care and business intelligence, Ashland. "Optimage™ offers formulators a robust solution, using polymeric microgels and a technology that works well across skin types, with demonstrated efficacy both on Asian and Caucasian skin."

Picture-perfect hair color that can extend time between salon visits, and help strengthen hair

Ashland unveiled two hair-care solutions - ChromoHance™ 113 polymer, to shield color-treated hair from surfactant stripping and FiberHance™ BM solution, for superior hair strengthening - at the show.

ChromoHance™ 113 polymer is designed to help reduce the color fading that occurs during the four to six weeks between salon visits. Several factors, including cuticle damage, intensity of color, and the number of washings and amount of water used all contribute to color fading. Although store shelves are full of rinse-out products touting color protection benefits, it's the leave-in products that are mostly used for styling that offer a higher level of protection. Shampoo and conditioner systems typically provide only minimal protection against fading.

FiberHance™ BM solution, a new patented chemistry is included in the arsenal of ingredients for hair strengthening. Evolved from glucose-based chemistry, it has a unique multifaceted mode of action and penetrates deep into the cortex to create new hydrogen and ionic bonds that support the damaged internal keratin structure and strengthen and provide manageability back to the hair.

Long-lasting color cosmetics

Also during the show, Ashland highlighted long-lasting, comfortable cosmetics at the booth. Consumers expect longer-lasting cosmetics more than ever before, without compromising on performance or comfort. Ashland's unique multi-functional film formers like Ganex™ Sensory offer formulators a new tool to add wear, water, and transfer resistance while improving coverage and skin feel. Likewise, Ashland's rheology modifiers, such as Ultrathix™ P-100, offer simultaneous improvements in pigment dispersion and texture.

In-cosmetics Asia Show highlights

Ashland's in-cosmetics Asia booth delivered multiple approaches to protect and defend the skin, scalp and hair against various forms of environmental stressors with polymer shielding/repelling technologies through biofunctional ingredients.

At the **innovation zone**, Ashland showcased its latest offerings, Optimage™ SF microgel and Suprastim™ biofunctional at pods #5 and 45.

At the **formulation lab**, Ashland offered hands-on interactive training for R&D laboratory staff. In a special training session, Ashland expert demonstrated how to formulate a gentle shampoo with excellent foaming properties and without sulfates.

Ashland also hosted two wellness-related **technical seminars**. The first focused on Ashland's new Suprastim™ biofunctional skincare solution. During the second seminar, Ashland's solvers shared information about the company's cosmetic actives and pollution shielding technologies that repel dust deposition, shield against pollution exposure and rejuvenate hair.

Ashland builds on its core polymer technologies and expands its competencies with cutting edge technologies, such as Zeta Fraction™, to capture concentrated benefits from plants, sustainably. The company's research and development teams help solve customers' toughest formulation challenges in personal care while respecting natural resources. More information about Ashland can be found at www.ashland.com.

REBRAND® 2018 Winner of Distinction

In February, Ashland was recognized as a 2018 Winner of Distinction by REBRAND®, the pioneer awards program for branding and the leading global resource for case studies on effective brand transformations, repositioning, revitalizing and redesigning of existing brand assets to meet business goals. The REBRAND® 100 awards are not a "beauty pageant," but rather they are based on bona fide business challenges and the brand strategy applied to accomplish the business objectives. Ashland was recognized this year among other prestigious winners such as COTY, Cadillac, Hewlett Packard, and Siemens. For more information, please visit <https://rebrand.com/> and <http://www.ashland.com/pages/rebrand-100>

About Ashland

Ashland Global Holdings Inc. (NYSE: ASH) is a premier global specialty chemicals company serving customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food and beverage, nutraceuticals, personal care and pharmaceutical. At Ashland, we are approximately 6,500 passionate, tenacious solvers - from renowned scientists and research chemists to talented engineers and plant operators - who thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit ashland.com to learn more.

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