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BRIDGEWATER, NJ - Ashland (NYSE: ASH) today announced the commercial launch of Advantage™ 4910 polymer, a hair fixative with a long history of use in hairspray formulations. The legacy polymer known for lending lasting hold, stiffness and humidity resistivity to hair styles is included in more hairspray product launches than any other hair fixative. With the addition of Advantage 4910 to its portfolio of hair styling, conditioning and fixative products, Ashland now offers hairpray manufacturers all of the major polymers required to produce today's consumer-desirable formulas.

"Aerosol hairspray as a styling format dates back more than 60 years, yet it remains the most popular," said Dennis Hublitz, sales director, Ashland Specialty Ingredients. "The product category continues to advance and diversify to meet changing consumer and regulatory needs. The Advantage 4910 polymer, a technology available for 30 years or more, delivers all of the consumer benefits one would expect in a traditional hairspray. Including this polymer within our major portfolio of polymers for hairspray, such as polyvinylpyrrolidone-based polymers and PVM/MA copolymers, allows us to deliver a dynamic set of solutions to manufacturers of spray products, from a natural, flexible hold, to stiff hold."

A range of polymers may also be used in conjunction with the Advantage 4910 hair fixative to enhance the performance attributes consumers require in today's fashion-forward hair styling products around the globe. Ashland is working with product manufacturers to demonstrate how style creation and fixation, along with key attributes such as humidity resistance and long lasting hold, may be obtained when using the polymer along with one or more of its broad palette of styling and fixative polymers.

When used as a secondary fixative in select high- and low-VOC systems, attributes such as texture, level of stiffness and holding time may be enhanced to support specific product claims. The Advantage 4910 polymer is a highly formulation-flexible polymer proven compatible with a range of Ashland's fixative technologies, such as Aquaflex™ FX-64 polymer, the Advantage™ LC A/S polymer and PVP/VA copolymers.

A major new source for legacy polymer

Prior to the introduction of Advantage 4910 hair fixative polymer, only one polymer manufacturer supplied octylacrylamide/acrylates/butylaminoethyl methacrylate copolymer. Ashland now supplies the technology on a commercial scale for manufacturers of hair fixative and styling products, having fully incorporated the polymer into its production system. A chemical equivalent, the Advantage 4910 polymer may be used in virtually any aerosol base formulation, across all VOC levels. The polymer is demonstrated compatible in anhydrous, hydroalcoholic and 100 percent water systems.

Performance tested in the material science laboratory

Ashland tested the performance of Advantage 4910 fixative polymer on hair at its Bridgewater, New Jersey, materials science laboratory. The company developed an evaluation tool, Dynamic Hairspray Analysis (DHSA), that measures the impact of mechanical and environmental stress applied to treated hair fiber assemblies. Additional tests, such as dynamic mechanical analysis, high humidity resistivity evaluations, trained panel evaluations and salon evaluations, also revealed insights that Ashland's technical and marketing teams will use to support formulators working on the next generation of styling products.

"Our polymer synthesis, application science, materials science, consumer science and marketing teams have worked together to bring extraordinary value to a hair fixative polymer utilized in styling products for more than 30 years," Hublitz said. "In the hair care market, Ashland delivers what manufacturers require to produce products that win with consumers."

For more information about the Advantage 4910 polymer, visit Ashland.com/advantage4910.

About Ashland Specialty Ingredients

Ashland Specialty Ingredients is the #1 global producer of cellulose ethers and a global leader in vinyl pyrrolidones. It offers industry-leading products, technologies and resources for solving formulation and product-performance challenges. Using natural, synthetic and semisynthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, as well as acrylic and polyurethane-based adhesives, Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications. Key customers include: pharmaceutical companies; makers of

personal care products, food and beverage companies; manufacturers of paint, coatings and construction materials; packaging and converting companies; and oilfield service companies.

About Ashland

Ashland Inc. (NYSE: ASH) is a global leader in providing specialty chemical solutions to customers in a wide range of consumer and industrial markets, including architectural coatings, automotive, construction, energy, food and beverage, personal care and pharmaceutical. Through our three commercial units - Ashland Specialty Ingredients, Ashland Performance Materials and Valvoline - we use good chemistry to make great things happen for customers in more than 100 countries. Visit ashland.com to learn more.

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