



News Release

Ashland increases worldwide prices of Hydroxyethyl Cellulose (HEC) sold into Industrial and Personal Care markets

WILMINGTON, Del., February 1, 2021- Ashland is increasing prices on all grades of Hydroxyethyl Cellulose (HEC, HMHEC) sold into specific industrial and personal care markets by a minimum 5 percent depending on grade.

The increase applies globally and is effective February 15, 2021 or as agreements allow.

About Ashland

Ashland Global Holdings Inc. (NYSE: ASH) is a premier global specialty materials 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 4,200 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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FOR FURTHER INFORMATION:

Media Relations

Alyssa Valetutti

302-594-5237

alyssa.valetutti@ashland.com