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**FOR IMMEDIATE RELEASE**

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**New tool from Ashland now available  
to test hair stiffness and lubricity**

WILMINGTON, Del., – Formulators who develop shampoos and conditioners now have a new tool available to help them deliver product improvements. Designed to measure the stiffness and lubricity of hair tresses, the Aqualon SLT™ stiffness and lubricity tester is now available from Ashland Aqualon Functional Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH).

Consumer research shows that people desire hair that is soft to touch, easy to comb and style, but yet has lots of volume. For scientists to deliver on these consumer preferences, they must understand the physical properties of hair. Now a consistent method of evaluating numerous hair samples for stiffness and lubricity has been developed and is available to the global cosmetics industry.

Stiffness is a property of hair that is associated with hair volume. Lubricity is a property of hair that is associated with softness. Previous techniques used to measure these properties were labor intensive and difficult to reproduce, so a need existed for a faster test that would provide more reproducible results.

The innovative technology that was developed by Functional Ingredients scientists is based on a system of pins mounted on free rotating bearings, that operates in two modes: rotational and stationary. The device is operated by threading a hair tress through the pins and measuring the total work of pulling it through using a laboratory tensile materials testing device. The data obtained in rotational mode corresponds to

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**New tool from Ashland now available to test hair stiffness and lubricity p. 2**

hair stiffness while the data obtained in stationary mode provides valuable information on hair lubricity. By testing both untreated and treated hair, property changes can be easily quantified.

“The ability to measure the differences in treated and untreated hair is important to the development of new product formulations,” said Dianne Leipold, global new product leader, Functional Ingredients. “The Aqualon SLT device is simple, efficient and produces precise results.”

For more information about the Aqualon SLT device, contact Scott Johnson, marketing, Functional Ingredients, at (302) 995-3104 or [sjohnson@ashland.com](mailto:sjohnson@ashland.com).

Ashland Aqualon Functional Ingredients is the number two producer of cellulose ethers worldwide and the world’s only producer of refined wood rosin. It provides specialty additives and functional ingredients that manage the physical properties of aqueous and non-aqueous systems. Many of its products – used in construction, food, personal care, pharmaceuticals, oil field production and paints – are derived from renewable and natural raw materials and perform in a wide variety of applications.

Ashland Inc. (NYSE: ASH) provides specialty chemical products, services and solutions for many of the world’s most essential needs and industries. Serving customers in more than 100 countries, it operates through five commercial units: Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution. To learn more about Ashland, visit [www.ashland.com](http://www.ashland.com).

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