



News Release

Ashland commercializes forzango™ biofunctional for sports-minded enthusiasts

Traceable, ethical, abundant condurango bark extract helps skin self-detox, breathe, fortify and regain positive sensations

WILMINGTON, Del., October 8, 2026 — Ashland Inc. (NYSE: ASH) today announced the launch of forzango™ biofunctional, an active ingredient obtained by supercritical CO2 extraction from traceable, ethically-sourced and abundant condurango bark, created for a generation that no longer separates taking care of physical health from taking care of beauty.

For decades, sweat, sun and physical exertion were viewed as stressors from which skin needed to recover. Today, movement is recognized as one of the most powerful ways to support overall health. A Harvard-led study of more than 147,000 people, published in the *British Journal of Sports Medicine* in June 2026, links strength training to a lower risk of early death — adding longevity to a list of benefits that already runs from immunity to brain age.

According to Mintel, sport is now a valuable growth space for beauty as consumers align their identity with their active lifestyles — and for Gen Z, radiant skin reads as the visible proof of a well-lived routine including sleep, nutrition, hydration and movement. Self-care and performance have become the same gesture.

"The old assumption was that active living came at your skin's expense. The new one is that they're on the same side," said Eloïse Dewitte, global marketing, Biofunctionals, Ashland.

"Our customers are formulating for people who train, commute, travel and go out — often on the same day. What they need isn't skin repair after the fact, it's skin with endurance."

Ashland forzango™ biofunctional was designed as a complete endurance program rather than a single-benefit active, working across four proven axes including:

1. helping the skin self-detox by increasing the toxin-sensing ability of the skin and its own clean-up systems (autophagy processes)
2. empowering the skin respirasome by increasing mitochondrial complex IV under toxic stress
3. fortifying the skin, strengthening antimicrobial defenses and the skin barrier function

4. increasing skin comfort by limiting biological signaling linked to skin discomfort under nervous stress

Clinical results were obtained on a mixed panel of 30 men and women, against placebo — a deliberately unisex protocol for a deliberately unisex claim. After six weeks, fine lines, roughness and signs of oxygenation significantly improved, 80 percent of volunteers agreed their skin felt more comfortable and 60 percent found it looked smoother.

traceable ethical, abundant

Forzango™ biofunctional is obtained by supercritical CO2 extraction from condurango bark (*Marsdenia condurango*), a vigorous liana that climbs Andean trees to reach the light and thrives at 1,400 to 2,100 meters, adapting to low oxygen levels. Its name comes from *condur-angu*, "eagle remedy."

The ingredient is the result of a ten-year sourcing program implemented by a trusted partner of Ashland in Colombia and the first foreign initiative to obtain a bioprospection research permit in the country. Traditionally wild-harvested, condurango was domesticated through a dedicated cultivation project in the Valle del Cauca, with seeds and nurseries certified by the Instituto Colombiano Agropecuario. Ten smallholder farmers now grow it under multi-year contracts with technical training, organic-farming practices and fair pricing, under an ABS-compliant benefit-sharing agreement aligned with the 12 criteria of *negocios verdes*.

"Relieving pressure on a wild resource while creating real economic value for local growers was the only acceptable way to build this supply chain," said Frédéric Faugeroux, general manager, Biofunctionals, Ashland. "It's traceable, ethical and abundant."

formulation-ready across the active routine

Oil-soluble, preservative-free and recommended at one percent use level, forzango™ biofunctional is 100 percent natural origin (ISO 16128), COSMOS-approved, readily biodegradable (OECD 301D), vegan suitable, non-GMO and China-compliant (IECIC listed). Ashland recommends use across active consumer products including pre-workout face primers and sport SPF sticks, cooling recovery mists and gel-creams, anti-friction body balms, and daily endurance serums, barrier creams and post-shave care.

Available globally, the product will be showcased at tradeshowes including In Cosmetics Asia (Thailand), SEPAWA (Germany), Cosmetorium (Spain), SCS Formulate (UK), Making Cosmetics (Italy) and more. Visit ashland.com/forzango to learn more.

About Ashland

Ashland Inc. (NYSE: ASH) is a global additives and specialty ingredients company with a conscious and proactive mindset for environmental, social and governance (ESG). The company serves customers in a wide range of consumer and industrial markets, including architectural coatings, construction, energy, food and beverage, personal care and pharmaceutical. Approximately 2,900 passionate, tenacious solvers thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit [ashland.com](https://www.ashland.com) and [ashland.com/ESG](https://www.ashland.com/ESG) to learn more.

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