



News Release

Ashland makes sun care child's play with Antaron™ ECo gel

WILMINGTON, Del., January 14, 2021 Ashland has launched Antaron™ ECo gel, a new ingredient format that provides the easy incorporation of nature-derived water resistance into sunscreens and offers a lighter feel ideal for gel, lotion, milk, or spray formulas.

Antaron™ ECo gel starts with a globally compliant film former that is based on sustainably sourced wood-derived cellulose. This unique ethylcellulose film former provides excellent water resistance and light formula aesthetics. To make it easier for formulators to take full advantage of the benefits, this ethylcellulose was incorporated into a biodegradable sun care solvent. The resulting gel can easily be incorporated into a formula, saving energy for formulators during production. "Consumers increasingly want planet friendly sun care solutions that also provide safe and easy-to-apply sun protection," said Jennifer O'Hara, global marketing manager. "Ashland continues to fulfill this demand and provide more biodegradable solutions such as new Antaron™ ECo gel. This vegan friendly, translucent, smooth gel can be used globally by formulators to achieve water and sweat resistance in sun care formulas."

"We also wanted Antaron™ ECo gel to be an ingredient that formulators could work with easily. Antaron™ ECo gel allows for shorter processing time as it's easier to incorporate than a solid format. This translucent gel can then be mixed into formulations without fuss - to achieve a soft, light, non-tacky feel. Oil soluble, it can be used in any kind of format, from emulsions to clear anhydrous formulations and is compatible with wet skin products."

For more information visit www.ashland.com/ecogel

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About Ashland

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