



## News Release

### **Ashland launches Styleze™ CSP, a nature-derived styling polymer**

WILMINGTON, Del., December 10, 2020 Ashland has launched Styleze™ CSP, a nature-derived styling polymer that delivers strong hold, humidity resistance and high stiffness. Based on cassia seeds, Styleze™ CSP leaves low to no residue on the hair versus other natural styling polymers.

As consumers continue to demand natural ingredients in their beauty products, hair styling formulators seek ingredients derived from nature. In styling, natural solutions can be challenging as they often do not provide the performance of their synthetic counterparts. Ashland sources cassia seeds that are grown wild and naturally harvested in India. They have been used in Ayurvedic and Chinese medicine for over four thousand years.

“Styleze™ CSP polymer addresses the need for naturally-positioned styling formulas where initial stiffness, strong hold and humidity resistance are desired,” said Denise Costrini, global marketing manager, Ashland. “It provides more stiffness and hold than traditional synthetic products such as PVP, while offering that all-important nature derived claim that consumers are seeking without the residue that other natural styling polymers can leave on the hair. Styleze™ CSP has 69% natural origin content (according to ISO 16128) and delivers 24-hr humidity resistance that outperforms PVP.”

Styleze™ CSP delivers clear in-hand gels that are easy to remove from the hair. The versatility of Styleze™ CSP polymer enables its use in a variety of hair styling products, from styling gels and creams to waxes, mousses and serums. Styleze™ CSP is a possible alternative to PVP to improve the naturality of styling formulations.

For more information visit [www.ashland.com/stylezecsp](http://www.ashland.com/stylezecsp)

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## **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 4,500 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](http://ashland.com) to learn more.

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