

April 13, 2016

Ashland receives Innovation Zone Functional Ingredient Award for Polyelectrolyte Complex Three (PEC3) at in-cosmetics 2016

Paris, France – Ashland Inc. (NYSE: ASH) has won the Bronze Innovation Zone Functional Ingredient Award at the in-cosmetics trade show for Polyelectrolyte Complex Three (PEC3), a highly functional polyelectrolyte complex that delivers the benefits of styling and conditioning on hair.

Polyelectrolyte Complex Three is a new patent-pending offering from Ashland based on guar hydroxypropyltrimonium chloride and acrylates copolymer that coats the hair surface with exceptional efficiency through a gel matrix. A novel complex, PEC3 offers formulators the ability to develop multifunctional formulations.

“The challenge in creating a polyelectrolyte complex of this nature with benefits for hair is obtaining the right type of phase formation in water, as the phase structure is strongly linked to its performance on hair,” said David Popplewell, global hair care market manager, Ashland. “Thus, the merit of this technology consists of controlling polymer composition, charge density, charge ratio (Stoichiometry), molecular weight, and additional additives that together enable PEC3 to form a gel matrix.”

The benefits of PEC3 include smooth comb-through, natural hold, humidity resistance, improved manageability, and shine. Moreover, PEC3 is heat activated with styling tools to produce a strong wash-resistant film that provides additional benefits of smoothing, anti-frizz, and shine.

About the in-cosmetics Innovation Zone Awards

The Innovation Zone Awards honor those that develop novel active or functional ingredients featured at the Innovation Zone of the in-cosmetics trade show. The winners are judged by scientists in the field of personal care to have successfully combined innovative science and product features in a way that demonstrates substantial benefits to manufacturers and end-users when compared to existing ingredients.

About Ashland

Ashland Inc. (NYSE: ASH) is a global leader in providing specialty chemical solutions to customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food and beverage, personal care and pharmaceutical. Through our three business units – Ashland Specialty Ingredients, Ashland Performance Materials and Valvoline – we use good chemistry to make great things happen for customers in more than 100 countries. Visit ashland.com to learn more.

FOR FURTHER INFORMATION:

Michaela Neilson

Communications Manager, EMEA

Ashland Industries Europe Gmb

mneilson@ashland.com

Tel + 41 (0) 52 560 55 25