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Ashland and Robertet to collaborate for fragrance and encapsulate technology for fabric care, home cleaning and personal care applications

Technology delivers the next generation of touch activated fragrance delivery

BRIDGEWATER, New Jersey, February 6, 2018 – Ashland and Robertet S.A. announced today to offer new and existing customers access to Robertet fragrances with Ashland's deposition and encapsulation expertise for fabric care, home cleaning and personal care applications. The planned collaboration aims to leverage the unique capabilities and experience of both companies to develop technology to enhance the delivery, longevity and release profile of fragrance with measurable performance rendering consumer perceivable benefits.

"At Robertet, we are excited at the prospect to extend our product offering as part of this collaboration to provide even greater value to our clients," said Philippe Maubert, chairman and chief executive officer of Robertet. "Providing a more complete solution of both fragrances and functional ingredient technology is a key strategic goal and we look forward to exceeding our client's expectations with the combination of Ashland's exciting Captivates™ encapsulation technology and Robertet's expertise in fragrance creation."

"Enhancing the overall sensory experience is a growing consumer trend influencing laundry and household cleaning purchases," said Vito Consiglio, group vice president, Consumer Specialties, Ashland. "By partnering with Robertet, our customers will have the added advantage of accessing new encapsulation technology without the use of formaldehyde and isocyanate in the process. The new Captivates™ encapsulation technology is designed to optimize the fragrance delivery, longevity and olfactory cues. This new technology expands Ashland's encapsulation portfolio."

The collaboration is effective throughout the globe, extending to global manufacturing and product delivery resources, to facilitate encapsulation development and supply chain management.

About Ashland

Ashland Global Holdings Inc. (NYSE: ASH) is a premier global specialty chemicals company serving customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food and beverage, personal care and pharmaceutical. At Ashland, we are nearly 7,000 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 to learn more.

About Robertet S.A.

Robertet S.A. was founded in 1850 in Grasse, France and is the worldwide leader in Naturals. Robertet is the only fragrance, flavor and ingredient company fully integrated at each step of the creation process - from the source ingredient to the final fragrance. Today, Robertet is represented in over 50 countries and has approximately 2,000 employees worldwide. Visit www.robertet.com for more details.

FOR FURTHER INFORMATION:

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