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## **Ashland to present the “Dimensions of Care” at in-cosmetics 2016**

*Culture, science and innovative new ingredients*

BRIDGEWATER, NJ – In every region of the world, Ashland (NYSE: ASH) is finding the “beauty ritual” to be an increasingly important dimension of personal care. Now more than ever, culture is driving change in the personal care industry. At the in-cosmetics 2016 trade show in Paris, Ashland will demonstrate how it works with the personal care industry to bring together culture, science, and innovation – the dimensions of care that reveal the holistic beauty of consumers around the world.

“Innovative ingredients represent one dimension of care,” said Linda Foltis, vice president of care specialties research and development (R&D), Ashland Specialty Ingredients. “Bring together innovative ingredients with formulation architecture and measurement science, and all of the dimensions of care come together. Simply put, everything a consumer needs to achieve their style, look, and beauty.”

At Stand E60, Ashland scientists will demonstrate how personal care ingredients, incorporated into prototype formulations, will be accepted by consumers in a particular geographic area, culture, or market. On-going studies at Ashland laboratories across the globe afford manufacturers of hair, skin, and sun care products insights into the way consumers experience the company's ingredients in prototype formulations. Ideas will be discussed at the Ashland stand, as live models representing various skin and hair types showcase a range of hairstyle, cosmetic, and skin beauty preferences.

Additionally, laboratory managers from around the world will be present to discuss technologies Ashland designs to meet key consumer needs, regional customs, and emerging global trends. The managers will showcase investments in scientists, equipment and consumer/clinical testing programs that serve to validate the performance of Ashland’s ingredients.

Ashland will introduce a series of new ingredients at the show, including a first-of-its-kind biofunctional that improves the presence of blue light-sensitive photoreceptors in skin, *ex vivo*. The new offering, to be introduced by Ashland’s Vincience business April 12, is also the first biofunctional to address the skin-damaging potential of blue light emanating from artificial sources, such as computer screens and cell phones.

Ashland’s Vincience business, moreover, will introduce a new extract based on the cellular nucleic acids of the baobab tree. PhytoRNx Baobab™ extract is made possible by a patent-pending extraction system engineered to increase the yield of small RNAs, the small ribonucleic acids that regulate a multitude of cellular processes in plants. Soon, the personal care industry will have access to a new category of functional molecules - plant small RNAs - a powerful biofunctional with application in anti-aging skin care.

A majority of Ashland's new ingredient launches represent natural molecules, including Optiphen™ DLP preservative. The new offering is sustainable and cost efficient. The nature-identical active provides antifungal boosting properties at lower use levels. At higher dosages, full protection can be achieved.

In hair care, Ashland will introduce several polymers, including Advantage™ 2VC-P polymer, an anionic film forming technology that functions as a hair fixative. The polymer affords formulators of aerosol and pump hair sprays the ability to create cost-effective systems. Advantage™ AC-P polymer, a polymer for hair setting products, will also be introduced. An acrylates copolymer, it provides a strong, long-lasting effect on hair. The copolymer, with very good propellant tolerance, is ideal for use in aerosol spray systems.

Ashland will also discuss how it plans to use its proprietary Zeta Fraction™ technology to harness the biologically active complexes and compounds of living plants and marine flora. The technology serves to separate intracellular bioactives into various multifunctional fractions for use in consumer care. Ashland acquired the technology from AkzoNobel in September of last year.

Sign up to attend the Formulation Lab at in-cosmetics and learn how Ashland's ingredients form the basis of highly functional products (<http://www.in-cosmetics.com/Visit/Formulationlabform2/>). Visit the Innovation Zone and see how Ashland's new ingredients work in formulations. Discover how Ashland creates signature texture solutions at the Sensory Bar. Explore with Ashland the dimensions of care at in-cosmetics, April 12-14, Porte de Versailles.

### **About Ashland Specialty Ingredients**

Ashland Specialty Ingredients is the leading global producer of cellulose ethers and a global leader in vinyl pyrrolidones. It offers industry-leading products, technologies and resources for solving formulation and product-performance challenges. Using natural, synthetic and semisynthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, as well as acrylic and polyurethane-based adhesives, Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications. Key customers include: pharmaceutical companies; makers of personal care products, food and beverages; manufacturers of paint, coatings and construction materials; packaging and converting; and oilfield service companies.

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

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