



News Release

Ashland has the clear secret to superior conditioning with the relaunch of ClearHance™ C conditioning polymer

Bridgewater, New Jersey, January 28, 2020 – ClearHance™ C conditioning polymer is a new, nature-derived, patent-pending chemistry that provides superior clarity and conditioning functionality to enhance clear and transparent shampoos, conditioners, body washes, and liquid soaps. Based on cassia seeds, this cationic technology provides excellent conditioning and deposition benefits.

As clear rinse-off products denote purity and mildness and continue to grow in popularity, consumers expect them to provide the same level of conditioning as one finds in opaque, pearlescent systems. “Until now, competitive conditioning polymers had to balance between conditioning and clarity with most sacrificing some level of performance to deliver one of these attributes. Today, when compared to functional equivalents, ClearHance™ C polymer offers formulators an exceptional solution to enhance rinse-off systems and deliver perceivable results,” said Penny Antonopoulos, global director of marketing, hair care. Additionally, ClearHance™ C polymer offers increased foam while maintaining high clarity in rinse-off systems.

ClearHance™ C conditioning polymer is a two-step modified cassia gum. Cassia gum, like guar gum, belongs to the family of galactomannan polysaccharides primarily harvested in India and has been part of traditional Ayurvedic medicine, especially in India. Due to its natural-based backbone, ClearHance™ C conditioning polymers delivers a naturalness level of 70% according ISO 16128. It provides formulation flexibility delivering strong performance benefits from both sulfate-based and sulfate-free rinse-off systems. “With ClearHance™ C conditioning polymer, we combine the best of the two shampoo conditioning worlds based on our expertise in guar and cellulose chemistry,” said Michael Franzke, Ph.D., principal scientist, care specialties.

ClearHance™ C conditioning polymer is an ideal solution for formulators looking to deliver proven conditioning benefits from clear, rinse-off systems. For more information visit ashland.com/clearhance.

About Ashland

Ashland (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 4,700 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.

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