



## News Release

Launching a bounty of healthy solutions at Vita Foods - Ashland launches a new range of coatings and binders in Europe

*Introducing Aquarius™ Nutra TF a new titanium dioxide-free coating, Aquarius™ organic film coating, NutraPress™ organic tablet binder and a one-step multi-functional binder-disintegrant*

Geneva, Switzerland, May 7, 2019, Ashland introduces to the European market their new bright white coatings without TiO<sub>2</sub>. The new **Aquarius™ Nutra TF** titanium dioxide-free, pigmented tablet coatings are a solution for customers concerned about using titanium dioxide as an ingredient. The white coatings demonstrate good brightness comparable to traditional white film coatings for oral solid dosage forms. Aquarius™ Nutra TF coatings also come in a variety of colors. Providing convenience, the coatings are fully formulated and provide immediate release. This new aqueous film coating system was created specifically for nutritional and dietary supplement products.

Ashland also premiered the new **Aquarius™ organic film coating system and NutraPress™ organic tablet binder** for dietary supplements. The coating and binder are made with organic, non-allergenic ingredients and are label-friendly. The new coating is an aqueous-based alternative to animal-derived, shellac-based systems, providing exceptional gloss and improved slip for packaging while preventing dusting. Ashland has a proprietary process for the new organic binder that ensures good binding performance, powder flow and disintegration and helps customers seeking to meet organic label claims.

In addition to these latest introductions, Ashland will highlight several other consumer-focused initiatives during the trade show and offer prototype samples for visitors:

Try out our new **aloe lime mint vitamin water** on the Ashland booth (G58). This refreshing beverage features Ashland's organic and sustainably sourced aloe vera. The beverage also showcases Ashland's capability to provide a powder pre-mix to beverage manufacturers that contains vitamins, sweeteners and spray-dried aloe vera.

Aloe vera is one of the trendiest consumer ingredients and Ashland's Aloe vera can meet the requirements of the most discerning customer. To ensure a quality product, Ashland harvests and processes the Aloe vera leaves in-house. Ashland practices sustainable farming methods and responsibly invests in the local communities in which it operates. Ashland's Aloe vera is grown organically and is available in a

range of concentrations and grades for food, beverage and personal care applications.

Visit the **Vitafoods Tasting Centre** to discover our **Phase 2™** carb controller in a unique direct-to-mouth sprinkle pack. Phase 2™ carb controller is a natural, non-stimulant ingredient that has been clinically proven to reduce the digestion and absorption of dietary starches. A great solution for products targeted to weight loss or a support for keto cheat days.

Ashland is also premiering its **vitamin fortified pre-mix dark chocolate cherry almond protein bar**. This delicious and nutritious bar contains 3 grams medium chain triglycerides (MCT) and 9 g protein and has only 190 calories per bar. It includes Ashland's Acti-Solve™ MCTs, powdered medium chain triglycerides and drum-to-hopper capabilities. By combining the functional powder ingredients into one powder solution, bar manufacturers can streamline their manufacturing process.

In the New Product Zone, we will be showcasing two new products. Our **GPM™ fermented whole food vitamins** and minerals were developed for easy digestion and improved bioavailability. For the most discerning formulator, we are introducing **NutraPress™**, an organic binder and disintegrant. Also new are an organic binder and an organic film coating system, which we use on this vitamin.

More information about Ashland at Vita Foods can be found at [www.ashland.com](http://www.ashland.com).

### **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, nutraceuticals, personal care and pharmaceutical. At Ashland, we are approximately 6,000 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](http://ashland.com) to learn more.

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