



News Release

Ashland awarded PCHI 2020 Fountain award for Antaron™ ECo in the “Green and Sustainable” category; Rosaliss™ biofunctional short-listed

Shanghai, June 19, 2020 – Ashland Antaron™ ECo ethylcellulose won the Personal Care and Homecare Ingredients (PCHI) Fountain Award in the “Green and Sustainable” category, an important award in Asia. The award was presented virtually due to the COVID-19 pandemic.

The PCHI Fountain awards increase and elevate research capabilities and the development of innovative, sustainable technologies. This year, more than 120 products submissions from 79 companies were entered.

In addition to the win for Antaron™ ECo ethylcellulose, Ashland Rosaliss™ biofunctional was recognized on the short list.

Antaron™ ECo ethylcellulose is a nature-derived, water-resistant film former. It is globally compliant and provides excellent water resistance at a low use level of 0.5 percent in most formulations. Antaron™ ECo is Halal and Kosher certified, vegan suitable, and imparts great formula aesthetics. The product is recommended for sun care emulsions, gels, and alcohol sprays; daily moisturizers, primers, foundations, bb/cc creams, lipsticks, and eye products.

Rosaliss™ biofunctional known as the rose of “100 petals” is an extract obtained by plant small RNA technology (PSR™) for flawless skin self-repair and more healthy-looking skin.

“Developing innovative, nature-derived, and sustainably advantaged products is critical to Ashland, to our customers, and to the planet we share. We are continually reinventing our portfolio for future generations,” said Joseph Torella, global vice president, skin and hair care, Ashland. “Antaron™ ECo ethylcellulose was created with sustainability at the forefront. It is derived from zero - deforestation, wood-derived cellulose and made in a water-based manufacturing process, minimizing the use of solvents.”

“This award once again rewards Ashland’s comprehensive approach to sustainability. We are seeking out ingenious ways to meet the future needs of our customers.” said William Zhao, General Manager, Personal care and household, Asia Pacific, “The ingredient hits the target on key consumer drivers while providing a safe and easy-to-apply sun protection, and it’s also listed on global chemical inventories including Australia, Canada and China.”

From clean beauty to ethical consumerism, living sustainably is imperative to the planet and for the health and wellbeing of future generations. At Ashland, solvers are passionate about innovation. We rethink chemistry to help customers formulate more sustainably, with future generations in mind.

More information about Antaron™ Eco ethylcellulose can be found here:

<https://www.ashland.com/industries/personal-and-home-care/skin-and-sun-care/antaroneco>

More information about Rosaliss™ biofunctional can be found here:

<https://www.ashland.com/industries/personal-and-home-care/skin-and-sun-care/rosaliss-biofunctional>

Information about Ashland's sustainability initiatives can be found here:

<https://www.ashland.com/about/sustainability>

About Ashland

Ashland Global Holdings Inc. (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 4,600 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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