



News Release

UNDER EMARGO: 9am Paris Time, Tuesday 2nd April 2019

Ashland solvers are incosmetics ready with new launches that support the *My Beauty, My Ritual* consumer trend

Paris, 2 April 2019 - Ashland embraces the individuality of beauty consumers and their daily rituals with new innovations that allow today's brands to create purposeful formulations with proven benefits. During incosmetics Global, April 2-4, Paris, Ashland's *My Beauty My Ritual* show theme celebrates consumer desires for confidence-boosting products that enhance differences, speak to individual values and needs, and enable them to achieve the best version of themselves.

New **Rosaliss™ biofunctional** is a 100 percent nature-derived extract from the Rosa Centifolia flower grown in the Provence region of France. It offers outstanding efficacy to help skin achieve a flawless repair and brings a new dimension to manufacturers with a novel type of natural and environmentally conscious extract. Rosaliss™ uses Ashland's proprietary and patented Plant Small RNA technology for extractions from fresh petals. It is the only technology to capture the specific functionality of the rose's metabolism to resist environmental changes.

"I am so excited about this product," said Justine Cotton, global marketing manager and new business development, Ashland. "It was originally inspired by scientific research in regenerative medicine and displays outstanding efficacy and unique properties to help skin achieve an alluring perfection. The Rosa Centifolia, or May rose, is grown without pesticides. It is harvested less than 100 km from our offices and it is known for its eternal beauty. This legendary flower fits so well for our customer's needs.

CB2-skin™ biofunctional made from patchouli is a patented alternative to Cannabidiol (CBD) oil for skin calming, soothing and graceful aging. Ashland's CB2-skin™ is an alternative to controversial cannabis derivatives, with superior benefits in modulating the skin's CB2 cannabinoid receptor compared to hemp oil.

"Today, the 'hippie chic' or 'boho' trend is gaining momentum in the luxury segment and CB2-skin™ is a privileged ingredient to capture this trend in cosmetics," said Anne Clay, global marketing manager and new business development, vinciense biofunctionals, Ashland. "Our premium patchouli is sourced from fully integrated and sustainable farms in Colombia. It offers consumers skin calming, skin relaxing, increased skin comfort and reduced irritation and itchiness. It is perfect for sensitive skin applications and for use in 'better for me' beauty products that feature beauty rituals to help disconnect from daily life stress."

Building on the *My beauty, My ritual* theme, Ashland is also launching a **Total Defense Package** for skin care with ingredients for air pollution protection, light spectrum protection and skin repair. These ingredients include Antaron™ sensory polymer and Prolipid™ lamellar gels. This package offers consumers a comprehensive and holistic approach to providing the skin environmental protection and repair.

“Ashland is uniquely positioned to offer complete protection in a skin care regime. We have solved to help protect skin from UV light, blue light and pollution by shielding the skin from these aggressors, and we help skin maintain its balance and aid in its self-repair,” said Jennifer O’Hara, global marketing manager, skin care and color cosmetics, Ashland.

For hair care, one of Ashland’s new launches brings a much-needed refresh to the ongoing dry shampoo trend. New **Advantage™ Revive** polymer is based on a unique polyvinylpyrrolidone (PVP) chemistry process. It leaves hair feeling cleaner and looking shinier with enhanced luster matching the appearance of freshly washed hair while giving consumers next-day hair that looks as good as the first day. Advantage™ Revive can be used in aerosol and non-aerosol dry shampoo applications.

“Many of today’s dry shampoo formulas are formulated with older starch-based technologies and have not met the expectations of consumers,” said Penny Antonopoulos, global director of hair care marketing, Ashland. “Hair is left looking lifeless, dull and in some cases just as greasy. Ashland’s patent-pending Advantage™ Revive polymer delivers superior cleaning at lower use levels and with improved sebum removal while leaving less visible residue on hair. Hair is visibly cleaner and more manageable.”

“We also aid with sustainability from the water saved by not shampooing daily and because the Advantage™ Revive polymer can improve the sustainability footprint of dry shampoos. Formulators can deliver more efficient products with improved performance at lower use levels versus current market offerings,” she concluded.

Ashland is celebrating 80 years of innovation and development with polyvinylpyrrolidone (PVP) chemistry

Dr. Walter Reppe, Ph.D, and his colleagues filed a patent covering the process for producing polymeric n-vinyl pyrrolidines in 1939. Their work became a mainstay of polymer science. Now 80 years later, PVP homopolymers and copolymers are key ingredients in a wide range of personal care products that have been used for decades, especially in the hair styling market.

Hair has an amazing ability to rekindle memories of years past, especially hair styles that defined a decade. The Ashland hair care team is commemorating PVP’s 80th anniversary by celebrating the evolving hair styles from the 1950s to today. The company has created unique styling formulas that allow consumers to re-create the classic “rockabilly” look of the 1950s with a smooth control wax featuring AquaStyle™ 300 N, to the mod styles of the 1960s with Styleze™ 2000 polymer, and also the rocker hair of the 1980s with Styleze™ CC-10 polymer.

“PVP has served as a backbone to a number of innovations and has allowed Ashland to create cutting edge approaches to meet consumers’ desire for solutions to personalize their daily styling rituals, such as thermal transformation, air dry style, volume-up, natural and radical styling with claims such as 48-hour hold, thermal protection, restylability, and enhanced shine,” said Antonopoulos.

In-cosmetics Global Highlights

Innovation Zone

At the heart of Ashland is the promise of always solving™. To that end, the company will once again sponsor the popular Innovation Zone. Rosaliss™ biofunctional, CB2-skin™ biofunctional, Advantage Revive™ polymer will all be featured. Joining these innovations will be Ashland’s Procataline™ G2 biofunctional which was launched earlier this year. This natural, botanical extract is designed to help detox hair and purify the scalp while protecting it against exposure to everyday air pollutants.

Incosmetics attendees should discover Ashland’s innovative Crème by You formulations to learn how these playful, waterless, solid molds can be transformed at home into a cream by the consumer for their personalized skin needs. Denise Costrini - global marketing manager, skin care said, “This really reinforces our My Beauty, My Ritual show theme. Consumers can choose which formulation their skin needs each day from detox, energize, de-stress or age-defying. Playing off the do-it-yourself (DIY) and personalization trends, these beautiful molds can be easily mixed into a cream by the consumer at home, to a consistency the individual desires to suit their skin type or environment.” You can enjoy a demo at the booth or sign up to make your own during the Ashland **Formulations Lab Session**.

Ashland is also participating in the **Makeup Bar**, showcasing a back to basics range premiering a highly pigmented foundation stick; a creamy, full-coverage concealer; long wear, skin feeling foundation; and makeup setting spray.

Ashland will host a **Technical Seminar** at in-cosmetics Global, 2 April 2019, 14:40-15:10, theatre 2. The session will focus on how Ashland can help address consumer needs in the fast growing “Dry Shampoo” trend with their new Advantage Revive™ product.

For more information, visit the Ashland solvers at booth J80 to discover how Ashland’s new launches support the trend of *My Beauty, My Ritual*, or visit the company’s web page at ashland.com/incos19.

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 to learn more.

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