



## **News Release**

### **Ashland's health-minded solutions target individual wellness at the Vitafoods Asia trade show in Singapore**

Singapore, September 25, 2019 – In Asia, self-directed consumers are looking for ways to incorporate health into all aspects of their life. Based on the idea that health is related to one's daily diet, Ashland's solvers are pushing the boundaries of what's possible and focusing on advancing health-minded solutions for food, beverage, and nutraceuticals. During Vitafoods Asia, September 25-26, Singapore, Ashland is showcasing a winning line up of exceptional ingredients to target individual wellness, including the solutions for weight management, heart health, joint care and more.

#### **fermented vitamins and minerals**

GPM™ vitamins and minerals are produced from a nutrient-dense broth that is cultured, converted, and bio-transformed by microorganisms such as yeast and/or probiotics. The resulting product is easily digested and highly active. Nutrients are available in organic, non-GMO\*, soy-free and gluten free options. GPM™ vitamins and minerals currently are extensively available including beta-carotene, biotin, calcium, vitamin A, vitamin B complex and vitamin C.

#### **from farm-to-market**

Aloe vera is one of the most on-trend ingredients and Ashland's Aloe vera meets the requirements of the most discerning customer. To ensure a quality product, Ashland processes the Aloe vera leaves in-house. Ashland practices sustainable farming methods and invests in the local communities where the Aloe vera is grown organically. The products come in a range of concentrations and grades for food, nutraceutical, and beverage applications.

#### **health, wellness and convenience**

Acti-Solve™ Medium Chain Triglyceride (MCT) powder utilizes a proprietary process for converting MCT oil into a highly dispersible powder. The MCT powder is neutral in

odor and taste. It is suitable for use in combination with other ingredients and various nutritional formulas. As a result, Acti-Solve™ MCTs can be easily incorporated into many nutra-foods and beverages to meet today's customer demands.

### **carb controller for reduced starch absorption**

Phase 2™ carb controller is a proprietary, natural ingredient derived from the white kidney bean, and is not a stimulant. It works by reducing the enzymatic digestion of dietary starches. Phase 2™ carb controller has been clinically shown to reduce the digestion and absorption of dietary starches by up to 66 per cent.

Phase 2™ white kidney bean extract has been reviewed by U.S. FDA to permit structure/function claims: "may reduce enzymatic digestion of dietary starch" and "may assist in weight control when used with diet and exercise".

### **for support of healthy sugar metabolism**

Prenulin™ blend is unique because it works in two ways. It may reduce the breakdown of sucrose from food through L-arabinose action on the sucrase enzyme and may support control of insulin in healthy people through the addition of chromium.

L-arabinose is a monosaccharide found in nonstarch carbohydrate plants like corn. In vitro and animal studies have indicated that the compound may inhibit sucrase action and consequent digestion of sucrose. A dose-response study showed a reduced serum glucose level and serum insulin response to sucrose consumption, indicating that the addition of L-arabinose blocked absorption of the sugar.

### **create something tailored to meet customers' needs**

New products are the lifeblood of a business. Developing new products takes a lot of hard work. Ashland's solvers can help customers with their next new product from start to finish. Whether customers have a clear road-map or a fuzzy idea, Ashland can support their ideas to build a more robust concept and Ashland's manufacturing facilities would bring the concept to life. After continuous testing and refining, Ashland's multiple plants allow commercial-scale production to occur rapidly.

### **Tasting Center**

Ashland will be showcasing Chocolate Cherry Almond Protein Bar and Aloe Vera Pomegranate Drink at the Vita Foods Tasting Center, which are finished applications containing Ashland's health-minded ingredients.

For more information, visit the Ashland solvers at booth L25 to discover how Ashland's new launches support individual wellness or visit [ashland.com](http://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 4,000 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.

## **FOR FURTHER INFORMATION:**

Media Relations:

Sam Chen

+86 21 2402 4717

[Sam.Chen@ashland.com](mailto:Sam.Chen@ashland.com)