



News Release

Ashland commercializes unique aromatic that adds a gentle fragrance to end use products, delivers broad anti-microbial protection as additional effect

Industry leader solves again with an ingredient in support of consumer market trends

BRIDGEWATER, June 6, 2017 – Ashland has introduced a unique aromatic for the personal care and cosmetics industry that also contributes to the preservation of end use products delivering multifunctional benefits including broad anti-microbial protection.

Conarom™ b aromatic is an effective solution that addresses the growing consumer demand for multifunctional and sustainable ingredients. The aromatic is based on naturally derived hops extract and the nature identical Phenylpropanol. It adds a gentle flowery-to-spicy fragrance to differentiate and impart additional allure to the end use formulation.

At dosages of 0.3 to 2% it contributes to microbial stabilization by delivering broad antimicrobial protection as a secondary effect. Formulators will appreciate the liquid state, good formulation compatibility and broad pH applicability. Conarom b aromatic can be added to formulations at any phase of production when worked into products at ambient temperature. Typical uses include body and skin care emulsions, sun care, shampoo and body washes, conditioners and wet wipes.

“Ashland is continuing to build on our innovations presented earlier this year at in-cosmetics Global in support of consumer market trends,” said Vito Consiglio, vice president, personal and home care, Ashland. “The drive to solve is in our DNA and we will continue to bring new energy in the personal care ingredient space.”

Ashland’s solvers will be on hand to answer questions at the World of Wipes tradeshow, June 13 – 14, 2017, Ryman Hall B1, booth #6. Additional information can be found at 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, personal care and pharmaceutical. At Ashland, we are nearly 7,000 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.

™ Trademark, Ashland or its subsidiaries, registered in various countries.

FOR FURTHER INFORMATION:

Carolmarie Brown
Media Relations
302-995-3158
ccbrown@ashland.com