



News Release

Ashland innovations differentiate personal care solutions for Japanese market

Japan represents one of the largest and most well-established personal care and cosmetics markets. Ashland, a premier specialty chemicals company, helps customers solve their most complex problems in personal care and cosmetics to amplify the efficacy, refine the usability, add to the allure, ensure the integrity, and improve the profitability of their products and applications.

For example, Ashland has commercialized four technologies that will be on display at CITE Japan from May 31 – June 2, booth #C1-4. These innovative technologies enable customers to better meet current consumer needs, and get ahead of tomorrow's trends. The highly diverse product portfolio enhances the performance of hair, skin and sun care formulations.

Innovative solutions for healthy, shiny, more alluring hair

FiberHance™ bm solution, the gold innovation zone award winner for best functional ingredient at incosmetics Global 2017, is a new, patent-pending chemistry which penetrates the hair fiber and provides measurable strengthening in shampoos and other hair care products using a cost-effective technology. This naturally derived molecule is developed based on glucoside chemistry.

ChromoHance™ 113 polymer, the key to long-lasting color and shine for color-treated hair. This unique, patent-pending, multi-functional polymer provides perceptible color protection and conditioning by forming a hydrophobic film on the hair surface to protect the hair against surfactant stripping during washing.

Essential skin revitalization based on Zeta fraction technology

Harmoniance™ biofunctional is an all-natural, multifunctional product for face and body applications that delivers key age-defying benefits. Ashland's Zeta Fraction™ technology captures the metabolic activity of living plants. The process is solvent-free, consumes minimal energy and creates no waste. Using this proprietary technology, Ashland captures and refines the usability of the Sacred Lotus plant cultivated in Asia for over 4,000 years, in a serum fraction. Scientific evaluations of Harmoniance™ indicate its applicability for total age-defying facial care creams. Substantiated in formulation to brighten skin tone, enhance skin texture, improve skin contouring, address the appearance of sensitive skin, and reduce the appearance of wrinkles.

“We passionately strive to architect solutions with sustainable pathways. Sustainable skin care products require efficacious and reproducible plant-based ingredients that provide the assurance of eco balance. Our Zeta Fraction technology delivers these

value propositions to Asia's skin care formulators." said Linda Foltis, vice president, Care Specialties, Research and Development.

Amplifying the efficacy and ensuring the integrity of long lasting sun protection

Antaron™ (Ganex) Sensory is a water dispersible polymer with a unique hydrophobic character. It can form a mesh over the sunscreen film that creates a matrix with UV filters to amplify the efficacy of water-resistant SPF 50+. It can also help minimize the heavy greasy and shine feel of sunscreens. Thus, sunscreen formulations containing this new polymer show great stability profile with enhanced water resistance, decreased sunscreen erosion and impart excellent sensory benefit to the formulation.

"Consumers seek 'skin comfort'-and effective solutions that enhances compliance in protecting their skin," said Nelson Corda, general manager, Ashland Asia Pacific excluding China. "Ashland is a team of passionate, tenacious solvers who leverage strong technical and research capabilities to position us as a premier supplier of high-quality ingredients and actives for the personal care industry. Our focus in Japan has always been to delivery technically advanced ingredients to help our customers innovate new products to fulfill Consumer needs."

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.

FOR FURTHER INFORMATION:

Media Relations:

Gillian Zhou

+86 (21) 2402-4881

gzhou@ashland.com