



## News Release

### **Ashland makes busy “pretty” and solves again, reinforcing social consciousness and launching two new personal care solutions**

*Industry leader continues sponsorship of Innovation Zone and hosts a formulation lab session for research and development professionals during In-Cos North America*

Bridgewater, New Jersey, October 11, 2017, – Life moves at a hectic pace. Consumers today are pretty busy, struggling to find ways to get everything done and to find time for the things that matter most. Personal care formulators are challenged at hyper speeds to meet consumers’ quality and performance demands in ways that also demonstrate a willingness to utilize ethically- and sustainably-sourced ingredients. To stay relevant, Ashland’s solvers understand that formulators’ products must seamlessly fit into people’s busy and complex lives. In response, Ashland has launched two new personal care solutions that make busy “pretty” and also reinforce a commitment to social consciousness.

“The Ashland Way calls for us to respect, protect, and advance the people we work with, companies we serve, shareholders who invest in our future, communities we’re part of, and the planet we share,” said Vito Consiglio, vice president, personal and home care, Ashland. “Our two new innovations, SerenityI™ biofunctional and Conarom b aromatic, enable formulators to meet consumer demands, including their desire for ethically and sustainably sourced products.”

During In-cosmetics North America, October 11 – 12 at the Javits Center, New York City, Ashland is introducing two new products to help shield skin from the negative effects of pollution exposure and that provide an aromatic fragrance while also exhibiting antimicrobial properties.

**SerenityI™** biofunctional is an effective solution that helps increase skin detoxination, oxygenation, and wellness, addressing the growing consumer demand to protect skin against exposure to environmental stress factors such as airborne pollutants. Simultaneously, consumers seek lifestyle improvements with healthier diet, improved fitness and a focus on mental wellness. Extracted from the condurango vine, SerenityI helps skin achieve a healthier look and feel through an innovative approach to skin detoxination. Growing high in the Andean Cordillera, condurango is a vine traditionally used for its detoxification properties. Sustainably grown in Colombia, the essential oil components of the condurango bark are captured by CO<sub>2</sub> supercritical eco-extraction process. SerenityI can be used in many skin care applications, face care and body care, and in natural cosmetic products.

**Conarom™ b** aromatic is an effective solution from naturally derived hops extract and the nature identical Phenylpropanol. Conarom b addresses the demand for multifunctional and more sustainable ingredients. It adds a gentle flowery to spicy

fragrance and contributes to microbial stabilization. Formulators appreciate the good formulation compatibility and broad pH application. Typical uses include body and skin care emulsions, sun care, shampoo and body washes, conditioners and wet wipes.

Ashland is again sponsoring the Innovation Zone at In-cosmetics North America where the new products will be on display. They will also be highlighted at the Ashland booth.

Ashland will also lead a Formulation Lab Session on Thursday, October 12, at 9:30 a.m., featuring Cold processed multifunctional styler and hair pudding with Style Fusion™ complex 1. Led by Allwyn Colaco, research scientist in Ashland's global R&D hair styling applications group, the session will include the multifunctional prototype that delivers styling, conditioning, and hair fiber repair. Its rheological attributes are designed to deliver a rich velvety texture that is easy to pick up and work into the hands and hair during application.

“Anticipating challenges that personal care formulators encounter and meeting consumer desires are what our passionate, tenacious, solvers thrive on. Our people are always seeking ways to amplify the efficacy, refine the usability, add to the allure, ensure the integrity, and improve the profitability of our customer's products and applications,” said Consiglio. “Through our sustainability commitment, we continually examine how materials are sourced and ways to reduce our environmental footprint while providing our customers with products that meet consumer needs.”

Ashland's solvers will be on hand to answer questions at In-cosmetic North America, booth A25. Additional information can be found at [ashland.com/personalcare](http://ashland.com/personalcare).

## **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](http://ashland.com) to learn more.

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