



News Release

Ashland solves again, launches new Serenity™ biofunctional for health and wellness at in-cosmetics Asia 2017

Award winning FiberHance™ bm solution for hair strengthening also featured

Bangkok, October 31 2017 – In Asia, the health and wellness trend covers a broad range of aspects from healthy lifestyles to personal care. Increasing focus on these areas has in turn raised consumer demand for products that offer health and wellness benefits. Today at the in-cosmetics Asia exhibition in Bangkok, Thailand, Ashland launched Serenity™ biofunctional to help protect skin from airborne toxins.

“Consumers today struggle to find ways to get everything done and they also want to have time for the things that matter the most to them, including health and wellness,” said Nelson Corda, general manager, consumer specialties, Asia Pacific excluding China, Ashland. “This trend advances the development of products for anti-pollution cosmetics. Serenity™ enables manufacturers to address consumers’ desire to protect their skin against exposure to environmental stress factors such as pollution.”

Serenity™ biofunctional is an effective solution that helps increase skin detoxination, oxygenation, and wellness. Skin detoxination refers to the capacity of the skin to sense environmental toxins and eliminate internal toxins. Recent studies have revealed the presence of taste receptors in the skin that primarily function to sense toxins in the environment and trigger the skin’s barrier function and immune defenses, which then prevents toxins from reaching living cells. Due to its skin detoxination and oxygenation properties, Serenity™ is suited for a variety of applications, such as beauty oils, day and night care products, facial care formulations for professional beauty salons and spas, facial care products for men, and natural cosmetics.

In addition to Serenity™ Ashland also featured award winning FiberHance™ bm solution during the exhibition.

FiberHance™ bm solution received a gold innovation award at in-cosmetics global 2017, held in London, England. This unique product helps strengthen hair from the inside. FiberHance™ bm solution is a new patent pending chemistry to be included in the arsenal of ingredients for hair strengthening, evolving from glucose-based chemistry and has a unique multifaceted mode of action that penetrates deep into the cortex to

create new hydrogen and ionic bonds which support the damaged internal keratin structure and strengthen and provide manageability back to the hair.

Vito Consiglio, vice president, personal and home care, Ashland, said, "Ashland's solvers understand that products must seamlessly fit into people's busy and complex lives. In response, we have introduced Serenity™ biofunctional, to help the skin achieve an alluring, healthier look and feel. We are also featuring FiberHance™ bm solution, a patent pending chemistry to strengthen and repair damaged hair. These products offer formulators a solution that is effective and also boost manufacturers' competitiveness in designing products with a focus on health and wellness."

Serenity™ biofunctional and FiberHance™ bm solution will be featured in the Innovation Zone at in-cosmetics Asia as well as in the Ashland booth.

Ashland is conducting a Formulation Lab Session on Thursday, November 2, at 11.00 a.m. by Hermant Deshmukh, senior scientist, hair care, Ashland. Deshmukh will lead participants in creating a clear, high-performance shampoo that is sulfate-, polyethylene glycol-, silicone-, and polyquaternium-free. In addition, the company's representatives are speaking at the Innovation Seminar about internal hair strengthening and bond building as well as skin detoxination, on October 31 at 12.00 p.m. and November 1 at 10.30 a.m. respectively.

To learn more about Ashland's ingredients that support market-specific solutions in Asia, visit Ashland at the in-cosmetics Asia exhibition, stand E10, from October 31 to November 2. Additional information can be found at 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 more than 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.

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