



News Release

Ashland Wins Gold Award for Best New Functional Ingredient at in-cosmetics Global in London

LONDON, April 6, 2017 – Ashland's fiberHance™ bm solution received the Gold award for Best New Functional Ingredient last night at in-cosmetics Global in London. FiberHance™ bm impressed judges with its use of unique and sustainable ingredients that work simultaneously to create and strengthen hair fibers without compromising color.

FiberHance™ bm solution is a molecule designed to penetrate the hair fiber and provide superior strengthening in shampoos and other hair care products by using cost-effective technology. This functional ingredient is based on glucoside chemistry that strengthens the hair wash after wash, penetrating the natural fibres allowing the hair to be more manageable and alluring. The solution, developed by Ashland, is compatible with color treatment systems to strengthen hair during and after coloring, and to repair hair fibers that have been damaged by chemical treatments. It helps to strengthen all hair types, including Caucasian, Asian and African American.

FiberHance™ bm is one of three new innovative solutions showcased by Ashland this week at in-cosmetics Global, including Antaron, which helps sunscreen formulations deliver SPF 50+ UV (ultraviolet) protection without greasiness; and Harmoniance™, one of Ashland's biofunctional products, helps users care for aging skin in multiple ways. "The drive to find ingenious solutions in applied chemistry is in Ashland's DNA. Our team of solvers have again applied specialized chemistry to help enhance the efficacy and allure of our customers' products. We are committed to fostering new energy in the personal care ingredient space and to challenging assumptions," said Vito Consiglio, vice president, personal and home care, Ashland.

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 6,000 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. Ashland also maintains a controlling interest in Valvoline Inc. (NYSE: VVV), a premium consumer-branded lubricant supplier. Visit ashland.com to learn more.

SM Service mark, Ashland or its subsidiaries, registered in various countries.

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

FOR FURTHER INFORMATION:

Michaela Neilson
Communications Manager EMEA
+ 41 (0) 79 109 5840
mneilson@ashland.com