

# happi

MAY 2025  
HAPPI.COM

## LONGEVITY LEADS SKINCARE DEVELOPMENTS

Consumers seek  
retinol and  
other actives

## HOUSEHOLD CLEANING

The category enjoys  
a mini spa moment

**CONTRACT  
MANUFACTURING**  
Demand grows regardless  
of economic uncertainty

Sponsored by Ashland  
NYSCC booth #1639





# Ashland innovations solve customer aspirations

## 100 years of transformation

In 2024 ASH celebrated the company's 100-year anniversary, recognizing the massive transformation since 1924. Today Ashland has reinvented itself as a highly innovative global additives and specialty ingredients company focused on their "big 3" which include pharmaceutical, personal care and coatings. The portfolio of businesses is built on strategic acquisitions over the last 15 years, and most recently under the vision and leadership of Guillermo Novo, chair and CEO, Ashland since 2020.

## execute, globalize, innovate and invest

"Ashland is laser future-focused on a strategy to execute, globalize, innovate, and invest to create meaningful

change in profitability for the company and provide large organic growth opportunities for customers," said Novo.

To solve the most complex challenges and provide opportunities for step-change growth, Ashland introduced seven exciting, new, technology platforms aligned to the company's core that extend to secondary markets with new and differentiated capabilities to unlock organic growth. Ashland's platform solutions are patented and bring superior performance and "new to the world," sustainable innovations, offering choice to customers and consumers in pharmaceuticals, personal care and coatings applications.

"These technology platforms enable

customers to reshape global megatrends and respond to various regulatory landscapes," said Osama Musa, senior vice president and chief technology officer, Ashland. "We are certain of the platforms' ability to provide tremendous growth opportunities, so we're asking customers and prospects to challenge us with their wildest aspirations, and we will answer with superior innovations through our joint collaborations."

## innovate

Many of the company's new innovations are customized to the specific needs of local communities, and often Ashland is sustainably sourcing local ingredients, putting the power of its people and products in the hands of the communities in which it operates.

## sustainably breaking the performance barrier with next-generation rheology modifiers

The beauty industry stands at a crossroads, challenged to balance high performance with sustainability. Historically, synthetic acrylate-based rheology modifiers have dominated the rheology market due to their superior thickening capabilities, emulsion stabilization, and unique textures. Yet, growing consumer demand for sustainability and increasing regulatory scrutiny on microplastics have pushed formulators to seek nature derived, biodegradable alternatives that do not compromise on performance.

To address the industry pursuit for natural performance, Ashland solvers have harnessed decades of expertise in polymer science and sustainable sourcing to develop two



### Ashland cover story

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SPONSORED FEATURE

innovative, nature-derived rheology modifiers—natrathix™ bio cellulose and texturpure™ sa-2 ingredient. These new ingredients enable formulators to deliver sustainable, high-performing personal care products without trade-offs in performance or in sensory attributes.

clear innovation in skincare

Natrathix™ bio cellulose, derived from sustainably sourced cellulose, addresses the industry’s pressing need for high-performing, biodegradable thickeners suitable for skincare products.



Ashland Natrathix™ bio cellulose

Unlike many natural alternatives that often fall short on aesthetics, Natrathix™ bio cellulose produces crystal-clear gels that effortlessly suspend visual beads and enhance texture, appealing directly to consumer sensibilities including the following sustainability highlights:

- nature-derived content exceeding 84%

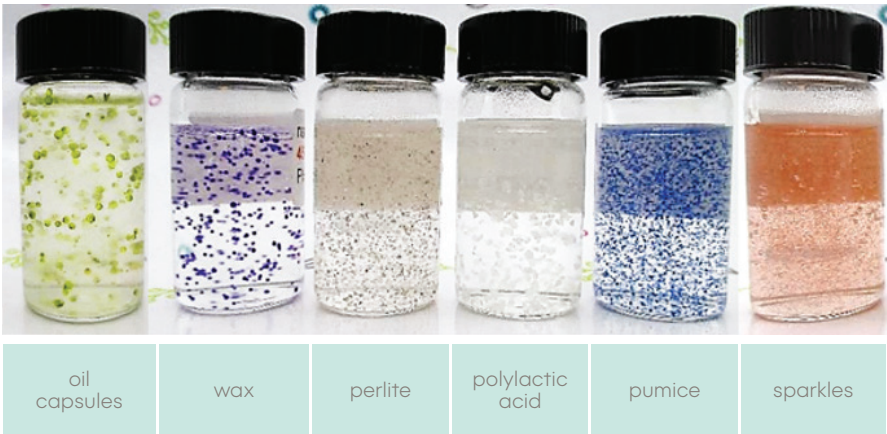


figure 1 – bio can suspend a range of beads and visual effects, while delivering crystal clear gels

- inherently biodegradable according to OECD methods
- COSMOS approved, non-GMO, and vegan suitable
- sourced sustainably from FSC and PEFC-certified forests

Regarding performance and formulation versatility, it has:

- efficient thickening and superior suspension capabilities
- compatibility across a wide pH range without the need for neutralization
- high electrolyte tolerance, making it ideal for challenging formulations
- excellent aesthetics with a desirable after-feel comparable to synthetic benchmarks

Natrathix™ bio cellulose is particularly well-suited for leave-on skincare formulations, including clear gel serums, moisturizing creams, and sun care emulsions. It not only meets the consumer’s demand for transparency and sustainability, but also delivers sensory excellence traditionally associated with synthetic acrylates.

elevating hair and body care

Texturpure™ SA-2 ingredient is one of Ashland’s newest innovations, a biodegradable rheology modifier designed specifically for rinse-off applications such as shampoos and body washes.



Ashland Texturpure™ SA-2 ingredient

By expertly complexing cellulose gum, xanthan gum, and hydroxypropyl methylcellulose, Texturpure™ SA-2 achieves exceptional performance, significantly surpassing existing natural

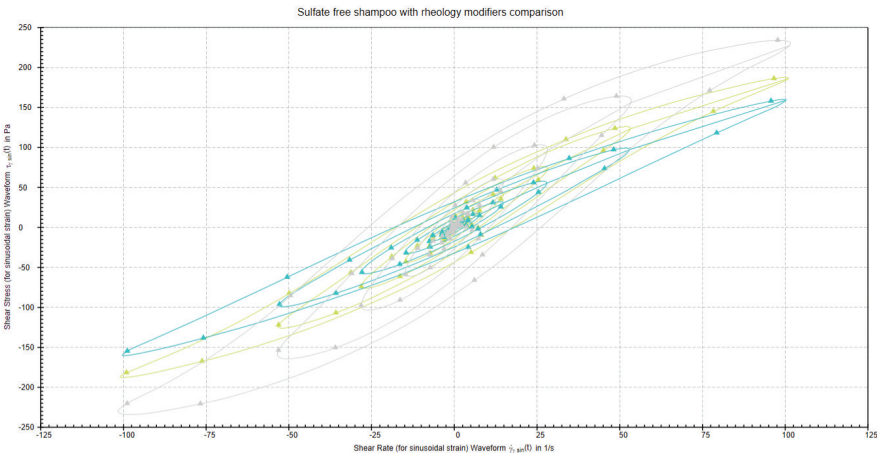


figure 2 – texturpure™ sa-2 ingredient has similar cushion and texture as leading synthetic rheology modifiers.

alternatives and rivaling leading synthetic acrylates. It has an excellent sustainability profile:

- over 86% nature-derived content, primarily inherently biodegradable
- free from microplastics, non-GMO, and vegan suitable
- sustainably sourced cellulose from FSC-certified forests, aligning with zero-deforestation practices
- reduced carbon footprint via efficient, cold-process manufacturing

Texturpure™ SA-2 ingredient also has exceptional consumer benefits including:

- superior suspension and stability, even in sulfate-free systems

- luxurious sensory profile: rich, smooth textures with superior foam quality and easy rinse
- enhanced wet-combing performance, providing excellent detangling properties
- matches or exceeds synthetic benchmarks across the full sensory spectrum

Texturpure™ SA-2 addresses the performance gap traditionally seen with natural alternatives and actively enhances consumer appeal through superior foam quality, luxurious textures, and a clean rinse experience.

breaking the sustainability and performance trade-off

The introduction of Natrathix™ bio

cellulose and Texturpure™ SA-2 ingredient underscores Ashland’s commitment to “sustainability without compromise through science and innovation”. These cutting-edge solutions demonstrate that it is possible—and essential—to meet consumer and regulatory expectations for eco-conscious products without sacrificing sensory experiences or formulation efficacy. With these products, Ashland is inviting brands to transition confidently from traditional synthetic rheology modifiers to next-generation, sustainable solutions.

Together, these technologies empower formulators to create indulgent, effective personal care products that resonate with today’s environmentally conscious consumers, ultimately contributing to a healthier planet and a sustainable future in personal care.

responsibly solving for a better world

Environmental, Social and Governance (ESG) is embedded in Ashland’s strategy and operating plans as both an impetus and growth opportunity, turning the potential for change into action and driving real business growth.

Under the company’s commitment to the Paris Climate Accord and Science Based Targets, and the United Nations Global Compact and Sustainable Development Goals, Ashland is operating with greater transparency and aligning resources to foster innovation while maintaining targets and commitments to support the preservation of the beauty of the globe. Ashland’s innovation strategy includes increasing the speed and impact of new product innovations while embracing and integrating ESG in all they do. In fact, 83 percent of the personal care product portfolio is natural, nature-derived, biodegradable, or sustainable in-use\*.

*\*Ashland defines sustainable solutions as natural or nature-derived (according to ISO16128), biodegradable (according to OECD 301 methods), or sustainable in use (through innovative solutions that enhance sustainability product profiles in product applications, or which promote social sustainability through health and wellness benefits)*

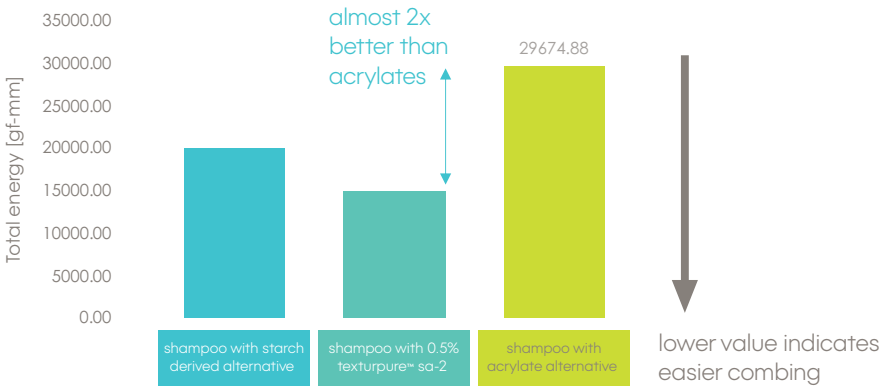


figura 3 – texturpure™ sa-2 ingredient enables superior wet-comb performance vs. leading synthetic and starch-derived alternatives.

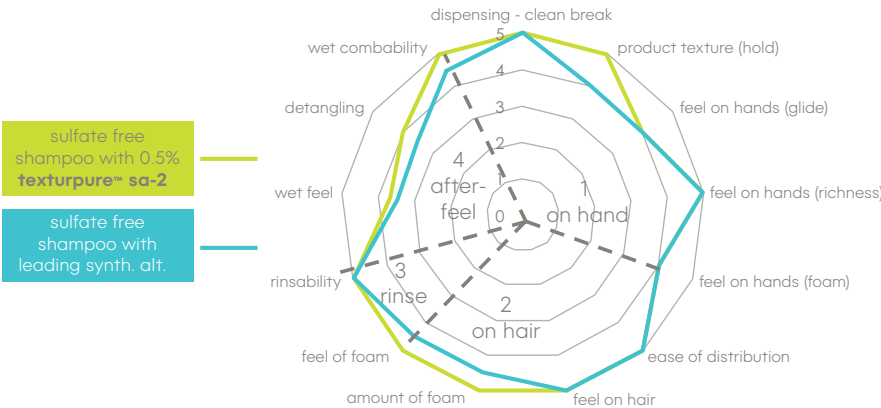


figura 4 – texturpure™ sa-2 ingredient matches or exceeds the performance of leading synthetic benchmark across the full sensory spectrum.



### answering customer aspirations

Ashland is reinventing and expanding organic growth possibilities through their actions to execute, globalize, innovate and invest.

The company's solutions enable sustainable, innovative achievements offering choice to customers and consumers in personal care.

learn more

[ashland.com/innovation](https://ashland.com/innovation)



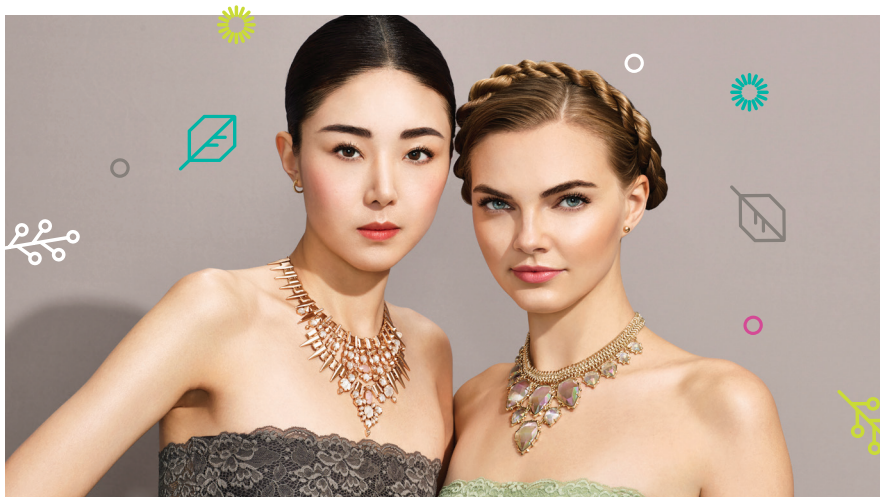
Ashland Antaron™ opt natural glyceride

### responsibly solving for a better world

During the recent in-Cosmetics Global show, Ashland unveiled an innovation from the Transformed Vegetable Oils Platform. **Antaron™ opt natural glyceride** is for consumers with a modern outdoor living and city-lifestyle. This product has an avant-garde nature-derived film former and water-proofer for high pH sun care and day creams and offers customers superior SPF protection claims.

The company also launched **Collapeptyl™ biofunctional**, the first-ever hyalupeptide hybrid, mimetic and booster to 20 skin collagen types for instant glass-like, glowy skin and wrinkle appearance correction. This vegan suitable, non-PFAS, 99.7 percent natural collagen peptide solution delivers unparalleled synergistic performance and powers a dual action. It combines sensorial effect with instant and long-lasting visible benefits ensuring both product elegance and efficacy.

**Sensiva™ sc 50 natural multifunctional** builds on the historical success of sensiva™ sc 50. This renowned multifunctional booster is now available in a natural version.



Ashland Collapeptyl™ biofunctional

To view our most recent ESG report, visit:

[ashland.com/esgreport2023](https://ashland.com/esgreport2023)



Ashland Sensiva™ sc 50 natural multifunctional

**Contact Ashland to collaborate on new innovations.**



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