who transforms solutions?

—

we do.

new personal care innovations

April 2019

ashland.com / efficacy usability allure integrity profitability™
Our 2019 innovations showcase demonstrates our passionate and relentless pursuit to ‘solve’ and to transform the efficacy, usability, allure, integrity and profitability of our customers’ products and applications.

This year, Ashland embraces the individuality of beauty consumers and their daily rituals with new innovations that allow today’s brands to create purposeful formulations with proven benefits. We celebrate consumers and their desires for confidence-boosting products that enhance differences, speak to individual values and needs, and enable them to achieve the best version of themselves.

we are always solving™
This new biofunctional is one hundred percent nature-derived extract from the Rosa centifolia flower grown in the Provence region of France. It offers outstanding efficacy to help skin achieve a flawless repair and brings a new dimension to manufacturers with a novel type of natural and environmentally conscious extract presenting superior and proven efficacy on key skin benefits.

key benefits

- an ancient and legendary flower of “eternal beauty”
- the rose of the famous perfume Chanel nº5, true perfumery heritage, symbol of women’s elegance and femininity
- outstanding efficacy using the proprietary and patented Plant Small RNA (PSR) Technology, with a natural and sustainable profile
- inspired by research in regenerative medicine and the amphibian, the axolotl; model for unlimited regeneration and scar-free healing
- associated with an increase in skin’s capital to self-repair and protection of microbiome from sun damage

categories (see pages 12-13)

vincience™ new launches, vincience™ natural, vincience™ dermocare, vincience™ breakthrough

learn more at ashland.com/rosaliss
Capturing the “boho chic” trend, Ashland’s new cb2-skin™ biofunctional is a patchouli-derived cb2 activator associated with skin calming, soothing benefits and greater skin comfort when skin is exposed to stress.

key benefits

- derived from premium patchouli
- from farm-to-skin; sustainable sourcing in Colombia with full traceability
- provides calming, relaxing and age-defying skin benefits
- globally compliant, not based on controversial cannabis derivatives
- conveys a strong image of luxury and beauty

categories (see pages 12-13)

vincience™ new launches, vincience™ natural, vincience™ dermocare, vincience™ breakthrough

learn more at ashland.com/cb2-skin
Air pollution has been associated with oxidative stress, scalp sensitivity and hair damage, and consumers are now looking at cosmetic solutions to protect hair and scalp from air pollution.

Procataline™ G2 biofunctional, a new version of Procataline™, has shown superior antioxidant defenses against air pollution and is a natural solution to shelter hair and scalp from urban stress.

key benefits
- extracted from pea (Pisum sativum) and chia (Salvia hispanica) seeds
- rich in peptides, amino acids, polysaccharides, polyphenols and minerals
- associated with hair detox, scalp purifying and soothing properties

categories (see pages 12-13)
vincience™ new launches, vincience™ BiotHAIRapy™ and scalp

learn more at ashland.com/procataline

who helps shield hair and scalp from urban stress? — we do.
vital et™ biofunctional

A unique bioavailable vitamin E derivative with anti-inflammaging and skin rescue properties against the acute and chronic stress caused by sun, acne and shaving.

key benefits

- a vitamin E derivative designed for its increased bioavailability in the skin
- tocopheryl phosphate, a natural and the most potent form of vitamin E found in the skin
- helps reinforce the skin’s defensive powers at tissue, cellular, and genomic levels against several stresses: UV, mechanical, bacterial
- associated with better sun defenses, after-sun recovery, calming effect on redness and itchiness
- a multifunctional solution with age-defying properties

categories (see pages 12-13)

vincience™ new launches, vincience™ essentials, vincience™ dermocare, vincience™ skin biomimicry, vincience™ BioTHAIRapy™ and scalp, vincience™ bodycare

learn more at ashland.com/vitalet
who makes selecting biofunctionals easier?

—

we do.

new biofunctional portfolio structure

Are you looking for a breakthrough? A biofunctional for an essential skin need? A natural extract? A skin biomimicry ingredient?
Now, it is easier with our new biofunctional’s portfolio structure to find the right ingredient or application.

Ashland has created eight categories so you can easily navigate through our wide range of biofunctionals.

learn more at ashland.com/biofunctionalcategories

new online biofunctionals selector tool is designed to help you find the right solution for your formulation

ashland.com/biofunctionalselector
Advantage™ Revive polymer

A patent pending solution for dry shampoo that delivers superior cleaning with improved sebum removal while leaving visibly less to no residue on the hair. Advantage™ Revive polymer improves the manageability of hair while maintaining its luster matching the color vibrancy and shine of freshly washed hair. Many commercial formulas, regardless of price-point, are based on similar starch-based technologies that consumers perceive to leave the hair looking lifeless, dull, less refreshed, and in some cases just as greasy. Advantage™ Revive polymer is formulation flexible – up to 50 percent lower than that of usual dosage levels, and can be used in a variety of formats.

Key benefits

- delivers superior cleansing and oil/sebum absorption
- leaves visibly less to no residue
- provides cleaner looking and feeling hair
- preserves hair color vibrancy
- improves manageability
- delivers better cleaning with less output to help save on unnecessary product waste
- can be used in conjunction with other dry shampoo technologies to help boost cleaning power while maintaining consumer/product aesthetics

Learn more at ashland.com/advantagerevive
These waterless, solid, beautiful molds can be easily transformed into a customizable cream by the consumer at home to suit their skin needs. There are 4 different formulations offering the following benefits:

- detoxination formula contains Serenityl™ biofunctional
- energizing formula contains Signaline™ S biofunctional
- age-defying formula contains Ederline™ S biofunctional
- destress formula contains CB2-skin™ biofunctional

All formulations contain our select ingredients to make the waterless solid mold and its transformation possible: Aqualon™ EC N-200 ethylcellulose, Prolipid™ 141 lamellar gel, RapiThix™ A-100 polymer and N-Hance™ BF-17 cationic guar.

learn more at ashland.com/cremebyyou
total defense

Ashland is uniquely positioned to provide complete protection from environmental aggressors with a Total Defense Package for skin care.

- air pollution protection, light spectrum protection, skin repair
- we offer solutions across the spectrum that physically shield or repel aggressors or employ antioxidants while helping the skin maintain its balance and repair
- new Antaron™ sensory and Prolipid™ 141 lamellar gel pollution protection data
- new total defense ritual prototypes containing Antaron™ sensory and Prolipid™ 141 lamellar gel and other ingredients that provide a holistic approach to environmental protection and repair

1 UV light, pollution, the light spectrum including infrared and blue light

formulations

- gentle face cleanser (morning)
- city ready™ face fluid SPF 30 (morning)
- urban defense™ body mousse (morning)
- ready set go™ mist (mid-day)
- urban renewal™ cleansing balm (evening)
- micellar™ rose water (evening)
- replenishing dream cream (overnight)

who takes control of your environment?
— we do.

learn more at ashland.com/totaldefense
who is a natural at mousse styling? — we are.

**styleze™ es-1 polymer**

A naturally-derived polymer that delivers voluminous style for bouncy, defined waves, curls. This COSMOS® validated biodegradable solution provides improved style durability and 48-hour humidity resistance and is perfect for mousse formulations.

**key benefits**

**consumer**
- bouncy, defined curls that last all day
- voluminous style

**performance**
- enhanced curl formation (definition/shape) & curl integrity
- improved high humidity hold (24 hours)
- improved foam bloom and stabilization
- improved style durability

**sustainability**
- percentage natural per ISO 16128-1 & 16128-2 = 89
- readily biodegradable (OECD 301D)
- COSMOS® validated

Learn more at ashland.com/styleze-es-1
sustainability

the Ashland way

Our vision, mission, way and values are the foundation for what makes Ashland, Ashland. What we aspire to accomplish, how we work every day toward that vision, and the way that we do things are what give substance to the promises we make to each other, customers and investors.

**our vision** is to make a better world by providing creative solutions through the application of specialty ingredients and materials

**our mission** is to develop practical, innovative, and elegant solutions to complex problems in applied chemistry, always pushing the boundaries of what’s possible, and advancing the competitiveness of our customers across diverse industries

**our way** is to respect, protect, and advance the people we work with, companies we serve, shareholders who invest in our future, communities we’re a part of, and planet we share

Do you dream of a better beauty? We do. Everyday we are collaborating with customers to deliver breakthrough products downstream while reducing our environmental footprint. It all starts with expanding the use of our natural, sustainable materials.

[learn more at ashland.com/sustainability](https://ashland.com/sustainability)
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