



we've committed to utilizing certification standards set by the Forest Stewardship Council (FSC) and/or Program for the Endorsement of Forest Certification (PEFC)

Ashland is collaborating on a forest restoration effort with The Nature Conservancy to help Plant a Billion Trees by 2030 in regions where we operate



It is said, that in life, one should leave only footprints. We decided to leave a few trees too.

As we innovate to enhance people's lives, we take a nature-positive

approach towards the planet. Sustainable, profitable growth must include goals for the environment, social initiatives, strong ethics and governance.

That's what Ashland means when we say we are responsibly solving for a better world.

Guillermo Novo chair and chief executive officer, Ashland Zero deforestation business practices



FSC- and PEFC- certified and controlled wood assures consumers that products can be traced back to responsibly managed sources

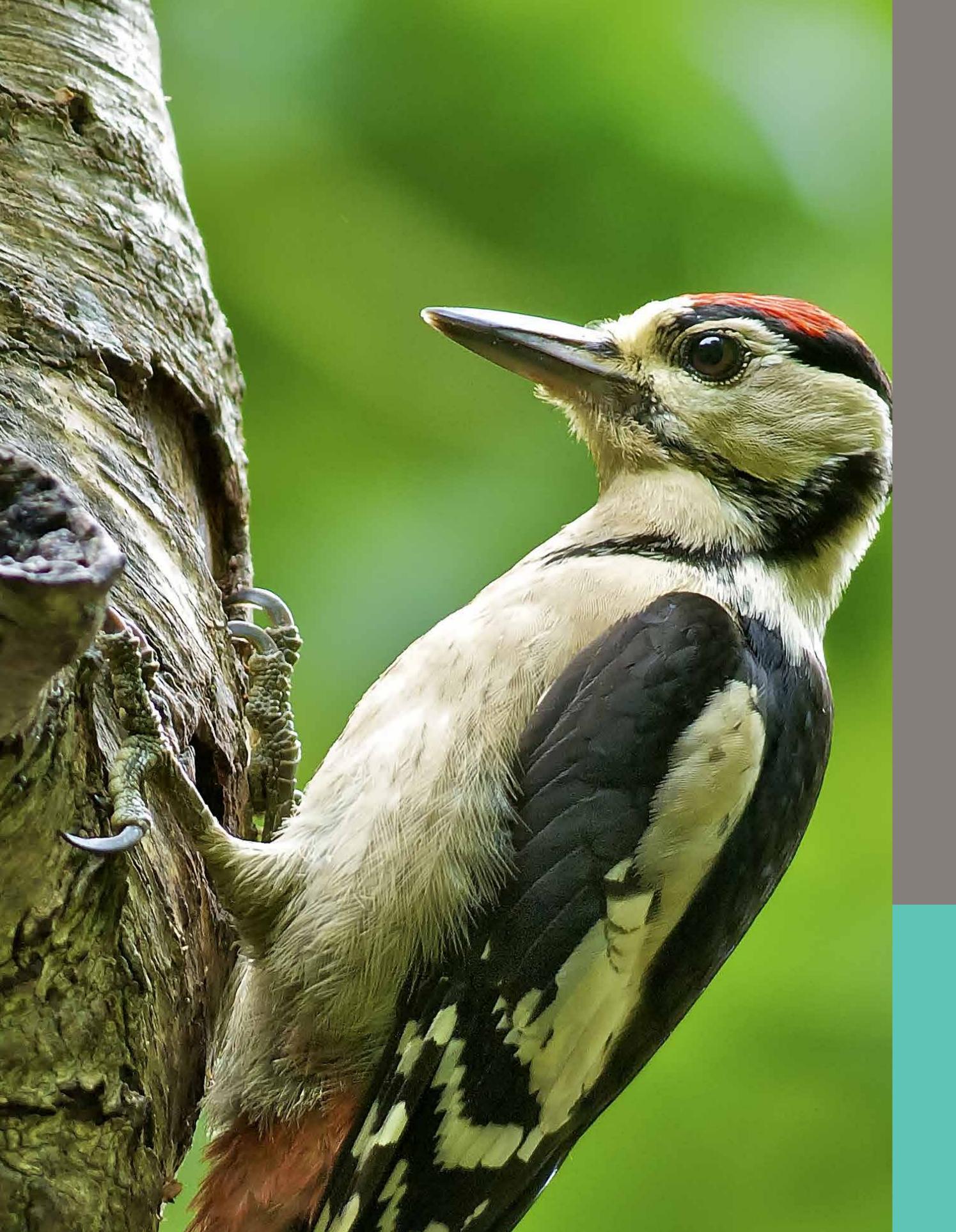




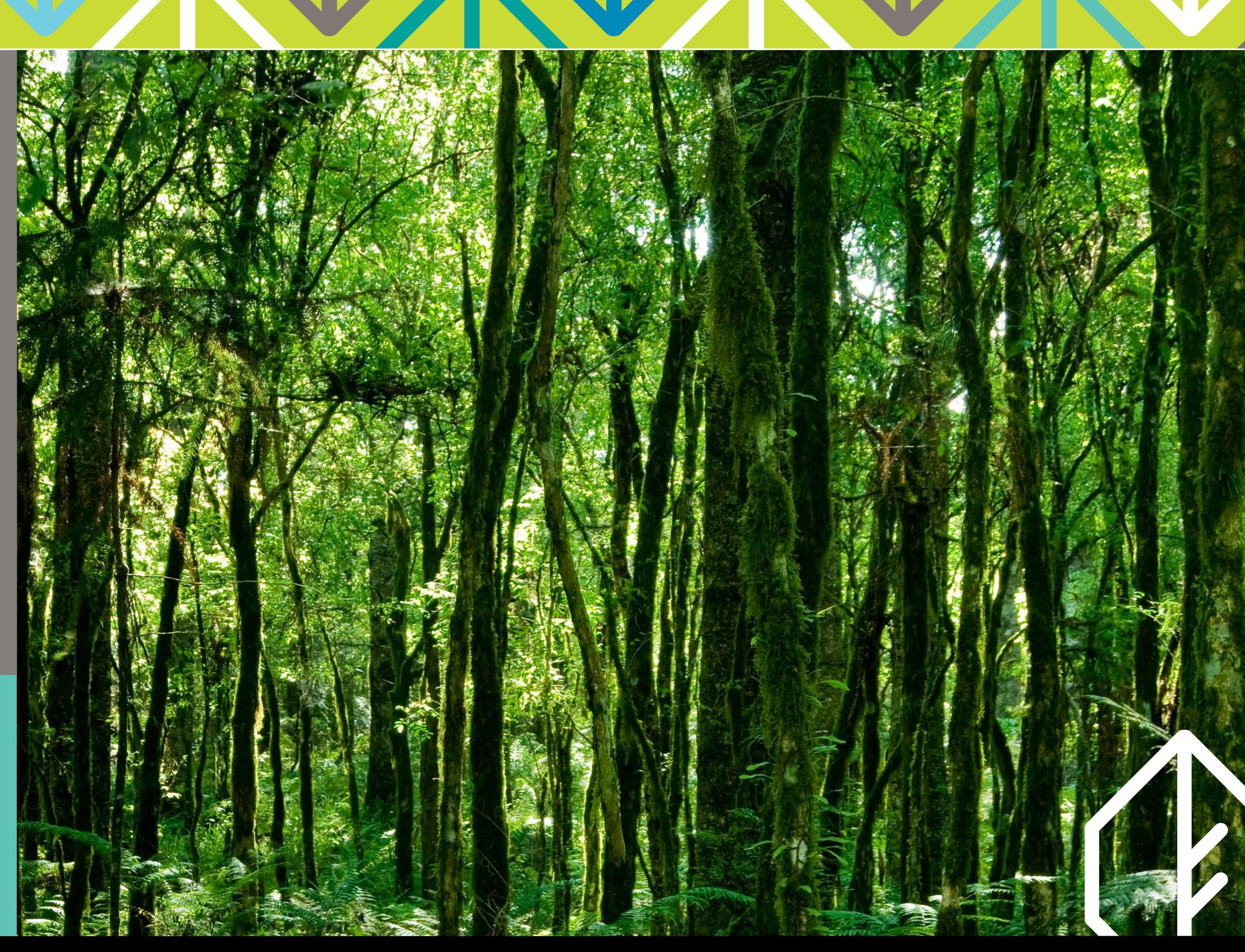
ashland.com

efficacy usability allure integrity profitability™





we are sourcing from suppliers that have active sustainability programs



innovating for ethical,