

November 2017

EUROPE

PERSONAL CARE

INGREDIENTS • FORMULATION • MANUFACTURE

Regulatory update for EU and UK markets

A firmer skin from the elixir of life mushroom

Green tea polyphenols protect against pollution

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COVER STORY who dreams of a better beauty? we do.



Health and wellness. Natural and organic products. Simplification with multi-functional benefits. These are a few growing trends changing the personal care market.

In health and wellness, Ashland introduces a holistic approach in hair care with root to tip benefits featuring Capauxein™ G2 biofunctional for hair fullness, FiberHance™ BM solution for hair strengthening and N-durHance AA 2000 conditioning polymer for long-lasting conditioning and hair fibre repair.

We excel at harnessing the power of nature with new cosmetic actives such as Harmoniance™ biofunctional, a lotus plant extract rich in antioxidants to help fight the visible signs of ageing. SerenityI™ biofunctional, extracted from Colombian Condurango bark, operates uniquely in helping skin to combat environmental skin aggressors. Conarom™ B aromatic, based on hops extract, is a spicy floral aromatic with broad spectrum antimicrobial properties.

Simplification with multifunctional benefits includes new launches such as Ganex™ sensory polymer for sun care providing water resistance, a sensory profile to mask

the presence of UV filters and sand resistance to enhance consumer application compliance. Lubrajel* Marine™, a unique COSMOS-validated composition derived from RSPO glycerin and red seaweed, provides a sensorial light texture, 8-hour skin moisturisation and rheology modification with yield to suspend. ChromoHance™ 113 polymer offers long-lasting conditioning and hair colour protection.

Our research and development teams help solve your toughest formulation challenges in personal care while respecting our natural resources. Ashland's solvers are passionate about creating more alluring and transformation textures with our palette of rheology modifier, film formers, lamellar gels, hydrogels and esters. With Ashland ingredients, you can amplify the efficacy, refine the usability, add to the allure, ensure integrity, and improve the profitability of your products and applications.

Ashland. always solving.

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* Lubrajel is a trademark owned by united guardian, inc.



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who protects against air toxins planted on your skin?

serenityl™ biofunctional

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An innovative approach towards skin detoxination, Serenityl™ biofunctional helps skin achieve a healthier look and feel. Ask our solvers about its use in beauty oils; day and night care products; facial care formulations to improve skin comfort, wellness and radiance, including in professional beauty salons and spas; facial care products for men; natural cosmetics, and more.

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