

who has new  
innovative products?  
—  
we do.

**personal care product highlights**  
October 2017



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## skin care product highlights from Ashland

### serenity™ biofunctional

Serenity is an effective solution that addresses the growing demand to protect skin against exposure to environmental stress factors such as pollution, while customers simultaneously seek to improve lifestyle with healthier diet, improved fitness and a focus on mental wellness.

#### product benefits

- skin detoxination, oxygenation and wellness
- healthy skin glow

### ganex™ sensory

Ganex Sensory is a water dispersible polymer that has a unique hydrophobic character, and can form a mesh over the sunscreen film that will lay on the skin. The mesh protects the film, giving it great water resistance and imparting a superior sensory feel when the formulation dries. This functionality enhances the homogenous distribution of UV filters in the formulation. Consumer data generated on formulations containing the polymer confirmed the breakthrough sensory feel it imparts on formulations with and without sun filters.

#### product benefits

- next generation film former (= mesh technology)
- designed to matrix with high oil phase formulations to remove the greasy feel and to provide high performance water resistance

### harmoniance™ biofunctional

Harmoniance is a powerful botanical obtained from the whole, fresh, and living Sacred Lotus (*Nelumbo nucifera*) plant. Using Zeta Fraction™ technology, the whole living Sacred Lotus plant, including flower, stem, leaf, and root is separated as fractions, thus preserving the original cellular architecture and capturing the plant's synergistic properties.

#### product benefits

- powerful botanical active obtained from the whole, fresh, and living Sacred Lotus (*Nelumbo nucifera*)
- excellent natural profile — produced via Zeta Fraction technology, thereby bypassing the need for additives or solvents in the fractionation process
- exceptional multi-functionality (including anti-wrinkle, barrier function, and skin brightening) — enabling a holistic approach to anti-aging with just one ingredient

### lubrajel\* marine hydrogel

Lubrajel Marine hydrogel is a multifunctional sensory enhancer for creating moisturizing skincare formulations easily. Derived from natural ingredients (COSMOS validated), Lubrajel Marine hydrogel brings rapid moisture to the skin thanks to its natural glycerin content. This new ingredient is a natural tool for formulators to create novel texture with excellent slip and freshness, matte and powdery after-feel that will revive consumer sensorial experience.

#### product benefits

- new natural tool for formulators to create novel hydration texture with freshness during application and matte powdery after-feel
- fits into de-stress trend and is highlighted with formula solutions and concepts to meet that trend

\*Lubrajel is a third party trademark





## hair care product highlights from Ashland

### style fusion series

**Style Fusion Complex 1** is based on a polyelectrolyte complex in the form of a micron sized particle that provides hair fiber repair properties in the form of split end mending and cuticular smoothing and contributes to styling, shine and thermal protection, demonstrating its multifunctionality. Because longer hair styles tend to show more damage from age and various styling treatment, Style Fusion allows consumers to grow their hair without expressing this damage.

#### product benefits

- split end mending with mechanical durability
- cuticle smoothing
- promotes shine
- contributes to styling, fiber alignment
- thermal protection
- allows for long hair styles

**Style Fusion Complex 2** is a durable smoothing polyelectrolyte complex with a unique gel matrix structure that provides a range of wash resistant benefits after heat activation. Style Fusion 2 caters to the trend of consumers that want to style their hair and maintain good curl retention under high humidity conditions, and at the same time, enjoy the benefits of those hair attributes after multiple wash cycles with a single product application.

#### product benefits

- durable smoothing with improved wash resistance
- frizz control
- improved manageability and fiber alignment
- delivers enhanced shine
- conditioned smooth hair feel
- provides hold and curl retention under high humidity conditions

**Style Fusion Complex 3** is ideal for consumers that require both styling and conditioning benefits from a single product. This multifunctional ingredient is in line with consumer trends toward sustainable products with improved ecotoxicology toxicity profile given its natural guar component.

#### product benefits

- long lasting high humidity curl retention
- good wet and dry detangling and combing
- improved sustainability profile
- improved manageability and frizz reduction
- provides natural hold with definition
- very smooth hair feel
- delivers enhanced shine
- improves foam quality

### fiberhance™ bm solution

FiberHance BM solution is a new patented chemistry to be included in the arsenal of ingredients for hair strengthening. Evolving from glucose-based chemistry, it has a unique multifaceted mode of action which penetrates deep into the cortex to create new hydrogen and ionic bonds which support the damaged internal keratin structure and strengthen and provide manageability back to the hair.

#### product benefits

- naturally derived ingredient designed to strengthen the hair via multi-bond interactions with the hair fiber's keratin cortex
- provides up to 3x strengthening of untreated hair across various degrees of damage and hair types
- performance demonstrated in shampoos





### chromohance™ 113 polymer

ChromoHance has been developed as a technology for shampoo and conditioner products, that shields oxidative color-treated hair from surfactant stripping. The patent-pending technology maintains color vibrancy by forming a hydrophobic surface on hair.

#### product benefits

- o delivers consumer-perceivable color retention and durable conditioning
- o provides a hydrophobic shield to protect hair from surfactant stripping
- o restores the hair surface and maintains color vibrancy
- o applicable in conditioners, shampoos, and leave-in treatments

### n-durhance™ A-1000/AA-2000 conditioning polymer

N-DurHance polymer serves to restore hair typically damaged by certain cleansing regimens, treatments and heat styling back to the look of virgin hair.

#### product benefits

- o patented conditioning polymer to repair and restore damaged hair's surface
- o provides a new mechanism in hair conditioning, "in situ controlled flocculation," that allows for conditioning synergy between shampoo and conditioner
- o provides durable conditioning benefits in conditioners and shampoos

### conarom™ b aromatic

Conarom b aromatic is an effective solution from naturally derived hops extract and the nature identical Phenylpropanol. Conarom b addresses the demand for multifunctional and more sustainable ingredients. It adds a gentle flowery to spicy fragrance and contributes to microbial stabilization. Formulators appreciate the good formulation compatibility and broad pH application.

#### product benefits

- o naturally derived and nature-identical aromatic ingredients
- o imparts emollience
- o contributes to broad spectrum antimicrobial protection

### capauxein™ G2 biofunctional

Capauxein G2 is inspired by the "Hair Fullness System™" and is composed of key communication markers located in the dermal papilla known to play a key role in hair density. Capauxein G2 is associated with a healthier aspect of the scalp as well as a visible increase in hair fullness and density.

#### product benefits

- o stronger scalp barrier, compared to placebo
- o higher hydration, compared to the placebo
- o visible maintenance of the anagen phase (hair retention)
- o visible improvement of hair density





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