



# making busy “pretty” with social consciousness

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in-cosmetics  
North America



October 11-12, 2017



# make busy “pretty”

## protective personal care ingredients for your customers' busy lifestyles

hair care  
for the  
pretty busy



City frizz got you down? Try **Daily Defense Spray** with **AquaFlex™ XL-30** polymer with benefits in volume boosting, curl retention, & protection against pollution.

Short on time to get to the salon? Try **Moisturizing color protection conditioner** with **ChromoHance™** to reduce color fade in the 4-6 weeks between salon visits.

Cities are tough on hair fibers in more ways than one! Treat them to true multi-functional repair with our **Style and Repair Cream** featuring **Style Fusion™ Complex 1**.

skin care  
for the  
pretty busy



Don't you want to bask a little longer? You need skin protection, but who wants to deal with greasy skin? **SPF50 SUNSory™ Active Fluid** features excellent film-forming, UV filter retention, and skin feel of **Ganex™ Sensory**

Feeling grimy after a long day in the concrete jungle? Revive and refresh with **Hydrapearl Jelly**, based on moisturizing, high-slip, matte-finish **Lubrajel™ Marine**



# to: me, from: nature

## reinforcing a commitment to social consciousness

### serenityl biofunctional from condurango bark

The Andean Condurango vine is traditionally used for its detoxification properties. Sustainably grown in Colombia, its essential oils are captured by a supercritical CO<sub>2</sub> based eco-extraction process.

**Serenityl** is effective in increasing skin detoxination, oxygenation, and wellness, and addresses the growing demand to protect skin against exposure to environmental stress factors such as airborne pollution.

Two fresh-feeling, hydrating formulations highlight this novel, natural ingredient to help consumers de-stress: **oxyzen beauty oil** and **oxyzen hydracare** o/w emulsion.



### conarom b aromatic with hops extract

In addition to a gentle flowery-to-spicy fragrance, our multi-functional **Conarom™ b** aromatic, made with naturally derived hops extract & nature-identical phenylpropanol, offers broad anti-microbial protection.

Formulators will appreciate the good formulation compatibility, broad pH application, and ability to add Conarom b to formulations at any phase of production when worked in at ambient temperature.

Experience how this aromatic enhances a facial serum in our **conarom b facial serum**.



# formulation session

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- cold processed multifunctional styler and hair pudding with Style Fusion™ complex 1
- create a multifunctional prototype that delivers styling, conditioning, and repair
- hair pudding formula has rheological attributes that are designed to deliver a rich velvety texture that is easy to pick up and work into the hands and hair during application



Thursday, October 12, 2017  
9:30 a.m.

led by Ashland solver  
and research scientist,  
Allwyn Colaco



# who advances cosmetic science?

we do.

AVANT Institute Symposium

senses and essence:

fragrance and flavors across personal  
and home care formulations

**predicting human olfactory perception from molecular  
structure: from molecules to mixtures**

Joel Mainland, Associate Member,  
the Monell Chemical Senses Center, USA

**human body odors: the influence of ethnicity, genetics  
and age**

George Preti, Member, Monell Chemical Senses Center,  
Philadelphia and Adjunct Professor, Department of  
Dermatology School of Medicine, University of  
Pennsylvania, USA

**link between fragrance and memory, mood and emotions**

Rachel Herz, Adjunct Assistant Professor, Department of  
Psychiatry and Human Behavior, Brown University

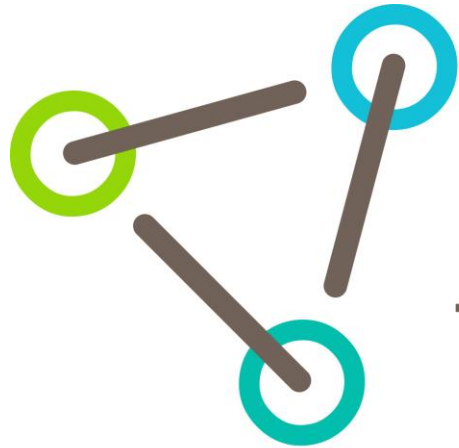


Wednesday, December 13, 2017

**Ashland**

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Ashland<sup>TM</sup>  
always solving