



## News Release

### **Ashland reveals two distribution collaborations, launches three ingredients for sports nutrition, and reboots two solutions at SupplySide West**

*New products featured at interactive innovation zones in Ashland booth 4049*

Wilmington, Delaware, October 17, 2019, Ashland today revealed two new distribution collaborations and three ingredients for the self-directed, sports-minded consumer and rebooted two on-trend solutions during a media event at SupplySide West, Las Vegas.

"Our new collaborations expand Ashland's ever-growing health and wellness portfolio of specialty solutions with consumer-recognized brands," said William Wulfsohn, chairman and chief executive officer, Ashland.

#### **Prebiotics\***

Ashland has entered into an exclusive distribution agreement with Clasado BioSciences to expand the company's portfolio of health and wellness solutions with Bimuno® prebiotics in North America.

Bimuno® is a targeted prebiotic which contains a unique composition of galactooligosaccharides (GOS) to preferentially feed and stimulate the growth of beneficial bacteria in the gut. Bimuno® prebiotic's safety and efficacy have been extensively studied in over 45 scientific publications.

"Consumers know that a healthy, balanced diet, rich in fiber can help achieve an optimally balanced gut which can lead to better health," said Brian McGrath, vice president Health and Wellness, Ashland. "Clasado BioSciences has a global leading position in the research of gut-mediated wellness solutions including global patent protected technologies, and we are thrilled to partner with them in the U.S. market."

#### **Sports Nutrition\***

Sports enthusiasts, including the everyday athlete, are a growing segment of the population and they want to achieve their exercise and training goals faster. Ashland is strengthening the game in sports nutrition with biotech company, Specnova, and has been named as the exclusive U.S. distributor for NordicCherry® tart cherry extract.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

NordicCherry® tart cherry extract is a highly bioactive, full-spectrum, whole fruit tart cherry extract on the market. It enhances exercise recovery and enables the consumer to recover faster after a workout. In addition, it reduces soreness after exercise, promotes joint health and mobility and provides powerful antioxidant support.

NordicCherry® extract has a strong sustainability profile. It is made with a clean, water extraction process so no harsh solvents are used, and it is traceable from farm to finished powder.

“We are excited about our relationship with Specnova who has a keen focus on best-in-class ingredients, unique technologies, stronger benefits and quicker results,” said McGrath. “Together, we will innovate and delight customers now and in future initiatives.”

### **Fizz without the fuss**

Effervescent technology is an appealing and versatile delivery system for supplements. For the consumer, effervescence provides an alluring, pleasant sensory experience over traditional tablets. In tablet or sachet form, effervescent are convenient and portable. Once reconstituted, they are an easy-to-swallow delivery system.

Manufacturing effervescent products presents several challenges. They require a dedicated and specialized facility with extremely low humidity processing conditions and specialized packaging. This requires expensive equipment and packaging components.

Ashland’s new patent pending StableFizz™ effervescent base combines a stabilized effervescent granulation system without the challenges of conventional effervescent technologies. Manufacturers can enjoy improved profitability due to increased formulation stability thereby avoiding the use of specialized equipment with high processing expenses. In addition, StableFizz™ base eliminates the need for specialized retail packaging. It is easy to use and versatile. It works in different dosage forms such as tablets, sachets or powdered beverages in canisters.

### **Six-hour nutrient release**

Ashland is introducing N-Dur XR™ drink technology platform which extends nutrient release during the post-workout period for up to six hours.

N-Dur XR™ drink technology platform is great for sports beverages, especially when used with essential amino acids (EAAs) because it can support a combination pre- and post- workout beverage. It can be combined with ingredients such as nitric oxide boosters, energy systems and creatine. Available in an easy to use powder with enhanced dispersibility, it is compatible with whey and fruit-based formulations. N-Dur XR™ powder is vegan, Kosher and Halal certified.

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During the show, Ashland sampled a workout recovery beverage made with N-Dur XR™ drink technology and essential amino acids (EAAs).

### **Nutritional supplements**

Ashland has extended its portfolio of binders and has launched Klucel Nutra™ U modified cellulose, an ultra-binder for nutritional supplement tablets.

Klucel Nutra™ U modified cellulose provides excellent efficacy for poorly compressible actives with robust hardness, low friability and low binder usage levels.

“All of Ashland’s new solutions demonstrate meaningful synergies through our significant expertise in food and nutrition, with world-class ingredient processing which strengthens our game in sports nutrition.” said Vito Consiglio, vice president and chief commercial officer, Ashland. “Companies that anticipate and connect with consumers’ every day health concerns in a credible way will increase their opportunity for growth and profitability.”

Tapping into market trends, Ashland has rebooted two solutions in their existing portfolio.

### **GPM™ fermented nutrients**

Fermented foods are a popular market trend, considered healthy and natural by consumers, and they are currently being studied for their influence on the gut microbiome.

Ashland’s GPM™ fermented nutrients provide the health benefits of fermented foods and nutrients with the convenience of supplementation, and they are now available globally. GPM™ fermented vitamins increase absorption and bioavailability, and the whole food nutrient matrix is very gentle on the stomach. Made from a patented process, they are gluten free, non-GMO and Kosher certified. Soy-free and organic versions are available.

### **Beating a Keto cheat\***

Ashland can help consumers beat a Keto cheat with Phase 2™ carb blocker. Ashland’s proprietary, natural ingredient is derived from the white kidney bean. Phase 2™ carb blocker reduces the enzymatic digestion of dietary starches and has been clinically shown to reduce the digestion and absorption of dietary starches by up to 66 percent. Phase 2™ carb blocker is a natural extract and is sold as a powder and can be used in a variety of end formats. Phase 2™ carb blocker is GRAS and has received a letter of no objection from FDA. It is not genetically modified (non-GMO).

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In addition to the new collaborations with Clasado and Specnova, Ashland also highlighted their existing partnership with Probiotal, a leading global producer of probiotics for nutraceutical applications.

For more information or to request a sample, visit [ashland.com/ssw19](http://ashland.com/ssw19)

## **About Ashland**

Ashland Global Holdings Inc. (NYSE: ASH) is a premier global specialty chemicals company serving customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food and beverage, nutraceuticals, personal care and pharmaceutical. At Ashland, we are approximately 6,000 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – who thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit [ashland.com](http://ashland.com) to learn more.

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