



## News Release

### **Ashland intensifies urban beauty at in-cosmetics Korea show in Seoul**

*Solvers deliver innovative skin- and hair-care solutions to fight harmful environmental pollutants associated with living in urban areas*

Seoul, South Korea, June 13, 2018 – Ashland has introduced a trio of innovative market-changing technologies and customer-driven solutions to help fight the impact that environmental pollutants have on skin and hair. The new ingredients help protect, soothe, renew, moisturize and revitalize skin. They also protect hair, whether coloring, cleaning, conditioning or styling, to increase its allure and keep hair silky and strong, bouncy and beautiful with no frizz. These innovations stand up to active lifestyles and include exciting new sensory experiences.

#### **Giant sea kelp, the ocean's magical harvest**

Ashland introduced SeaStem™ biofunctional during In-Cosmetics Global 2018 to help skin self-renew and protect against the negative effects of environmental pollutants. Using proprietary Zeta Fraction™ technology, Ashland captures the benefit of the whole living plant and refines the usability of the giant kelp, which has been called the “sequoia of the sea” for its towering length and rapid growth.

“Our skin in day-to-day life is bombarded by pollution and other stress factors. Ashland’s SeaStem™, with inspiration from the ocean, helps protect our skin’s stem cells from this pollution. This creates a defense that aids with hydration and supports the renewal of the skin barrier, which helps us develop age-defying formulations,” said Joel Mantelin, vice president, biofunctionals business development, Ashland.

The giant kelp is sustainably sourced and eco-harvested off the coast of California. The Zeta Fraction process is solvent-free, consumes minimal energy and creates minimal waste. Regeneration, nutrition and barrier functions are the three properties of the giant kelp seaweed that inspired the development of SeaStem™.

#### **Rapid, silicone-free wrinkle correction**

Ashland’s new Optimage™ SF microgel gives a rapid and significant improvement in the appearance of fine lines and wrinkles. The product’s soft, flexible, silicone-free microgels do not interfere with other ingredients in a formulation and typically enhance its stability.

“Women who are aging gracefully expect their cosmetics to provide instantaneous fine line and wrinkle correction,” said Joseph Torella, vice president skin care and business intelligence, Ashland. “Optimage™ offers formulators a robust solution, using polymeric microgels and a technology that

works well across skin types, with demonstrated efficacy both on Asian and Caucasian skin.”

### **Lasting repair and conditioning for hair**

Ashland brings an enduring dimension to hair repair and conditioning with N-DurHance™ AA2000 conditioning polymers. Based on acrylate chemistry, the polymers serve to restore hair that has been damaged by certain cleansing regimens, treatments or heat styling back to the look of virgin hair.

N-DurHance AA2000 conditioning polymers return damaged hair strands with hydrophilic properties back to a state of hydrophobicity. Excess positive charges emanating from the polymer will control *in situ* post flocculation on hair with the arrival of surfactants and conditioning agents, lending hydrophobicity to hair in a way that is both efficient and comprehensive.

Adding N-DurHance AA2000 conditioning polymers to rinse-off and leave-on formulations at low use levels provides a more permanent, enduring repair and conditioning effect. For the first time, consumers can restore damaged hair to the hydrophobic properties of virgin hair and maintain that benefit over the course of many wash cycles with minimal effort.

### **Long-lasting color cosmetics**

In addition to the innovations above, Ashland will also highlight long-lasting, comfortable cosmetics at the booth. Consumers expect longer-lasting cosmetics than ever before, without compromising on performance or comfort. Ashland's unique multi-functional film formers like Ganex™ Sensory offer formulators a new tool to add wear, water, and transfer resistance while improving coverage and skin feel. Likewise, Ashland's rheology modifiers like Ultrathix™ P-100 offer simultaneous improvements in pigment dispersion and texture.

### **Technical seminars**

Ashland's chemists will host two technical seminars during the three-day event. Ashland offers a platform of biofunctionals that are sustainably and ethically sourced. Attendees at the first seminar will be introduced to giant kelp, the largest algae and the fastest growing organism on our planet. To preserve and capture the exceptional biological properties of giant kelp, Ashland used Zeta Fraction™ technology to develop SeaStem™ into a remarkable and unique cosmetic ingredient.

Exposure to air pollution and other stressors can contribute to various negative effects on the hair and scalp. In the second seminar, Ashland will share information about its cosmetic actives and pollution shielding technologies that repel dust deposition, shield against pollution exposure, and rejuvenate hair.

### **Innovation Zone**

Ashland will be showcasing its newest offerings, Optimage™ SF microgel and SeaStem™ biofunctional with Zeta Fraction™ technology, at booth H60.

### **Formulation lab session**

During the show, Ashland will lead a Formulation Lab Session on ClearHance™ C technology. Attendees will create a shampoo utilizing ClearHance™ C that conditions, creates volume, manageability and clean feel, in a clear surfactant system without interfering with the wash efficacy and build-up removal of the micellar surfactants.

More information about Ashland can be found at [www.ashland.com](http://www.ashland.com).

### **REBRAND® 2018 Winner of Distinction**

In February, Ashland was recognized as a 2018 Winner of Distinction by REBRAND®, the pioneer awards program for branding and the leading global resource for case studies on effective brand transformations, repositioning, revitalizing and redesign of existing brand assets to meet business goals. The REBRAND® 100 awards are not a “beauty pageant,” but rather they are based on bona fide business challenges and the brand strategy applied to accomplish the business objectives. Ashland was recognized this year among other prestigious winners such as COTY, Cadillac, Hewlett Packard, Siemens and more. For more information, please visit <https://rebrand.com/> and <http://www.ashland.com/pages/rebrand-100>

### **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, personal care and pharmaceutical. At Ashland, we are approximately 6,500 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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