



## Ashland brings immersive innovations experience to customers from crocus to coconuts and rosewood to raspberries, at in-cosmetics Global in Barcelona, Spain

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*From sketch, to mannequin, to fashion model, natural ingredient innovations were brought to life solving some of the personal care industry's most complex challenges*

WILMINGTON, Del., March 29, 2023 –As consumer desires reshape global megatrends and regulatory landscapes, and as responsible solutions transform entire product categories, Ashland Inc. (NYSE: ASH) brought an element of surprise while introducing eight breakthrough innovations for the personal care industry at in-cosmetics Global in Barcelona, Spain, March 28 – 30, 2023.

“Our new products are designed to leap off the lab bench and into the field delivering sustainable solutions to fuel customers' growth and delight consumers all over the world,” said Xiaolan Wang, senior vice president and general manager, personal care, Ashland.

Over the course of a month, Ashland's [website](#) took viewers on a new product journey from original product sketches to mannequins in Ashland's booth at the show, outfitted with the natural ingredients used in the manufacture of the new products. Today, those mannequins were dramatically “brought to life” for customers during a live, immersive event on the tradeshow floor where professional models wore apparel donned in crocuses, coconuts, rosewood, raspberries and more.

“Whether you're interested in sustainable sourcing, naturally derived ingredients, or biodegradable solutions that unlock consumer demand, Ashland will help you bring your innovations to life while responsibly solving for a better world.”

Ashland's latest innovations include:

[Phyteg™ raspberry one multifunctional](#), an innovative, all-in-one, liquid multifunctional blend to enable easy formulation. Designed for difficult-to-protect leave-on formulations like sunscreens and pigmented emulsions, this multifunctional provides extensive skin benefits including remarkable antioxidant and well-aging properties with readily biodegradable ingredients and wide pH applicability.

[Liftyl™ biofunctional](#) is made from upcycling wood chips, the by-product from the rosewood essential oil distillation process used in premium fragrances. It is inspired by ancient wellness practices in Asia and is driven by artificial intelligence (AI). Liftyl™ biofunctional is based on the latest ethno-genomic research in facial sculpting. The rosewood extract is sustainably sourced in Peru with full traceability, transparency and CITES-required documentation for preserving this rare and noble wood. It is obtained using supercritical carbon dioxide (CO2) extraction, a premium technology. Liftyl™ biofunctional is an alternative to retinol with similar efficacy, for sensitive skin. Consumer benefits include a lifted V-shape line, redefined contours, bouncy skin, fuller cheekbones, softer wrinkles, and improved facial harmony.

[Softhance™mr](#) conditioning agent harnesses the power of soy and glycerin to provide moisture retention and deliver a soft, moisturized feel to skin in body wash, facial and hand soaps, cleansers, and scrubs. This nature derived, biodegradable, non-GMO, and vegan-suitable conditioning agent has an excellent deposition profile and imparts consumer-perceivable skin softness. Compatible with anionic and non-ionic surfactants, this new product enables clear or opaque formulations.

[Styleze™ es-dura](#) ingredient is a plant-based ecostyler for outstanding all-weather style durability and curl definition. It delivers a lightweight feel and natural movement for hair. It is nature-derived, biodegradable, non-GMO, and uses guar-based polysaccharide technology.

[Saffragyl™ biofunctional](#) is a breakthrough innovation in oral beauty that uses 100 percent natural, and biodegradable upcycled saffron flower byproduct from the saffron spice handcraft for daily gum care. It is sustainably sourced in France, with full traceability and transparency over the supply chain including responsible farming practices and a sustainable extraction process.

[Antaron™soja](#) glyceride is a nature-derived, biodegradable, non-microplastic film former that provides water resistance, SPF boosting, long-wear and color transfer resistance. This vegan, non-GMO, non-greasy film former can be used to make more natural, better performing sun care and color cosmetic formulations, including creams, lotions, gels, sprays and lip sticks.

[Sensiva™ go natural](#) multifunctional is an antimicrobial blend with strong, broad-spectrum efficacy and multifunctional properties suitable for sensitive skin. This moisturizing multifunctional is COSMOS validated, 100 percent natural origin, readily biodegradable and has wide pH applicability.

[Puraloe™ aloe vera](#) is a reliable field-to-market model. This innovation is certified responsible, organic, Kosher and Halal. Puraloe™ aloe vera joins the company's ongoing **sustainable guar initiatives** under the **Ashland Responsible Solvers™** program.

These unique supplier partnerships in Mexico and India, underscore Ashland's commitment to environment, social and governance ( [ESG](#) ) in communities where suppliers and their families live, work, and play.

Like the sustainable farming of [guar](#) in the Sriganaganagar district of Rajasthan, India, Ashland has upgraded puraloe™ aloe vera farm facilities and

improved infrastructure conditions for community harvesters across Jaumave Tamaulipas, Mexico. The company has invested in school computers and water irrigation systems, air conditioning, and other classroom modernization.

To learn more, visit [www.ashland.com/incos23](http://www.ashland.com/incos23)

#### **About Ashland**

Ashland Inc. (NYSE: ASH) is a global additives and specialty ingredients company with a conscious and proactive mindset for environment, social and governance (ESG). The company serves customers in a wide range of consumer and industrial markets, including architectural coatings, construction, energy, food and beverage, nutraceuticals, personal care and pharmaceutical. Approximately 3,900 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit [ashland.com](http://ashland.com) and [ashland.com/ESG](http://ashland.com/ESG) to learn more.

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