



## Ashland honored by Henkel with two personal care supplier awards

February 22, 2024

WILMINGTON, Del., February 22, 2024 – Henkel Consumer Brands recognized Ashland Global Holdings Inc. (NYSE: ASH) with two personal care supplier awards including the best innovation contributor award for hair care and runner-up in the sustainability category. The announcement was made during the 2024 American Cleaning Institute (ACI) Annual Meeting and Industry Convention, Jan. 29, – Feb. 2, 2024, in Orlando, Florida.

Ashland Fiberhance™<sub>bm</sub> solution was recognized as the best innovation contributor award for hair care. It was noted as a benchmark in hair strengthening, evolving from glucose-based chemistry. The ingredient has a unique multifaceted mode of action, that penetrates deep into the cortex to create new hydrogen and ionic bonds to support damaged internal keratin structure and restore strength and manageability to the hair. Henkel recognized Ashland's excellent support in developing a plant-based bonding repair technology.

Ashland Styleze™<sub>es-dura</sub> ingredient was recognized as runner-up in the sustainability category. This ingredient is the latest plant-based ecostyler innovation from Ashland, for leading edge styling performance and sustainability. The novel ingredient draws on Ashland's expertise in guar-based polysaccharides to deliver outstanding all-weather style durability for hair. It was developed to give a uniquely strong sustainability profile offering naturally derived, biodegradable, vegan and clean INCI claims in hair styling, conditioner and treatment formulations.

"Fiberhance™<sub>bm</sub> solution and styleze™<sub>es-dura</sub> ingredient, are two plant-based innovations from Ashland that combine high performance and unique consumer experiences in hair care," said Joël Prouff, general manager, personal care, Ashland Europe. "It is a great honor to receive these two awards from Henkel, a leader in hair care solutions."

### 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, automotive, 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.

™ Trademark, Ashland or its subsidiaries, registered in various countries.

FOR FURTHER INFORMATION:

#### Ashland

Linda Heider  
+33 6 73 81 74 43  
[lheider@ashland.com](mailto:lheider@ashland.com)