



## Ashland showcases innovative platform technologies and break through personal care ingredients at NYSCC Suppliers' Day 2024 in New York City

May 1, 2024

WILMINGTON, Del. May 1, 2024 – Following a successful exhibition at In-Cosmetic Global, Ashland is focusing on its' breakthrough, high performing innovative technology platforms during **NYSCC Suppliers' Day 2024**, New York, NY May 1-2, 2024 – **booth 507**.

Ashland's innovative technology platforms enable customers to respond to global megatrends and regulatory landscapes with unique, 'new-to-the-world' additives and specialty ingredients that are tunable and can scale multiple markets. They are renewable, nature-derived, biodegradable, non-microplastic, non-GMO, and vegan.

During NYSCC, emphasis will be given to the Transformed Vegetable Oil (TVO) platform with three new additives that have attractive sustainable characteristics and offer key high-performance benefits.

**Antaron™ soja glyceride** a nature derived, biodegradable film former that enables the creation of more natural sun care creams, lotions, gels, and color cosmetics.

**Softhance™ mr conditioning agent** a nature-derived, biodegradable conditioning agent delivering conditioning benefits from body washes, hand soaps, facial cleansers, and more.

**Gantrez™ soja delivery system** a nature-derived, biodegradable ingredient that enables the creation of novel oral care products with long-lasting freshness and antimicrobial benefits.

In addition, Ashland will also feature its latest sustainable innovations:

**Perfectyl™ biofunctional**, a high-tech chamomile extract developed by Zeta Fraction™ technology that won the Silver Green Ingredients award at In-Cosmetics Global 2024.

**Sclareance™ biofunctional**, a natural purified sclareolide obtained by fermentation from clary sage flowers. Sclareance™ boosts the 4D defenses of skin. It can help the skin transform vitamin D into its active form. Sclareance™ offers a dual benefit on scalp irritation and compromised skin.

**Styleze™ es-forza ingredient**, Ashland's most recent addition to its plant-based eco styling product line intended for gels and cream formulations. It boasts a customizable stiffness allowing formulators to tailor their products to a desired stiffness and hold while keeping any hair styles in the most extreme humidity.

**N-durhance™ es-repair ingredient**, a durable split end repair polymer that protects hair from damage and breakage during wet combing and heat styling. It also provides excellent sensorial properties giving the hair a lubricious, not tacky feel when wet and perfectly conditioned when dry.

**Natrathix™ bio cellulose**, a breakthrough thickener with suspension capabilities that keeps emulsion stability of skin and sun care creams, lotions and gels with a pleasant skin feel, offering an alternative to carbomer.

**Phyteq™ raspberry multifunctional** an impressive milestone on the path to effective and sustainable active ingredients that enrich cosmetic formulations beyond the antimicrobial aspect.

**Microbiological quality management (MQM)** concept ensures the high quality of cosmetic products. It consists of four key elements: plant hygiene, product protection, challenge tests, and training.

To learn more, visit: [ashland.com/nyscc24](https://ashland.com/nyscc24)

### 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 3,800 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](https://ashland.com) and [ashland.com/ESG](https://ashland.com/ESG) to learn more.

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

**FOR FURTHER INFORMATION:**

Nina Servino

302-518-0104

[Janina.servino@ashland.com](mailto:Janina.servino@ashland.com)