



News Release

Ashland's consumer-market focused conscious beauty formulations promote sustainable and ethical lifestyles

WILMINGTON, Del., December 6, 2021 – Continuing the consumer-market focused innovation journey for more responsible beauty, Ashland has recently launched a collection of six beauty-conscious formulations for skin and oral care. The collection was inspired by the increased global movement to live sustainably and ethically and features formulations with high natural content, minimal ingredients and without the use of sulfates, silicones, microplastics or animal-derived ingredients.

Ashland's new beauty conscious collection uses purposeful ingredients that add efficacy and allure to consumer products enabling customers to meet environment, social and governance (ESG) objectives.

The formulations include **Phyteq™ raspberry n multifunctional**, a natural, COSMOS¹-validated antimicrobial booster with proven skin benefits, made with a solvent-free process and renewable energy; **Santalwood™ biofunctional**, a COSMOS¹- validated, natural ingredient, sourced from upcycled wood chips, that brings a new approach to well-aging and skin renewal, and new **Lubrajel* Oil PF hydrogel**, a nature-derived, biodegradable moisturizer that provides lubricity and a light, dimethicone light feel in a preservative-free hydrogel.

The collection also features cellulose-based thickeners, **Klucel™ HPC** and **Benecel™ HPMC**, made from sustainable cellulose², a renewable and abundant resource. Ashland is the first cellulose derivative supplier to have third party certification of 100 percent recycled content from all cotton linter suppliers.

The beauty conscious formulation collection also includes **simply radiant +C serum**, a natural, Vitamin C infused serum to brighten dull skin with less than 10 ingredients and **gently natural foaming cleanser**, a clear and simple natural foam cleanser with rich creamy foam that leaves skin feeling soft and nourished. Includes are also **pearly soapy body wash**, a natural, cleanser with luxurious foam that is made without sulfates³; **clearly mild micellar water**, a very natural, gentle and micellar cleanser water with multifunctional ingredients and blue-light protection; **conscious clean + fresh toothpaste**, a 96 percent natural toothpaste that harnesses the power of raspberries, wood cellulose, sustainably-farmed Puraloe™ *aloe vera* to clean and freshen; and **on-the-go jelly perfume**, a high natural content fragrant jelly perfume with minimal ingredients for busy lifestyles.

"Consumers are aware of how their decisions impact the planet and society and they are increasingly aware of the sustainability of ingredients and a brand's social, environmental and ethical impact," says Denise Costrini, global marketing director, skin care, Ashland. "The demand for higher natural content ingredients has been rising for some time, but the focus is shifting more recently as consumers become conscious of the renewable and ethical sourcing of ingredients."

For more information and to order a sample, visit www.ashland.com/beautyconscious

1. The Cosmetic Organic Standard (COSMOS) validated.
2. Ashland's wood-based cellulose is from suppliers that have made commitments to utilize standards set by the Forest Stewardship Council (FSC) and/or Program for the Endorsement of Forest and cotton linter suppliers have received third party certifications including Global Recycled Standard (GRS 4.0) and/or SCS Recycled Content Standard, certifying that their cotton linters are 100% recycled content.
3. Surfactants 'without sulfates' defined as containing no alcohol sulfate or alcohol ether sulfate, per INCI nomenclature.

About Ashland

Ashland (NYSE: ASH) is a global, consumer market-focused additives and specialty ingredients company that is responsibly solving for a better world. Through science and a conscious and proactive mindset for sustainability, we serve customers in pharmaceutical, personal care, architectural coatings, construction, energy, food, beverage, and nutraceuticals. At Ashland, we are approximately 3,800* passionate, tenacious solvers who thrive on developing practical, innovative, and elegant solutions to complex problems for customers in more than 100 countries. Visit ashland.com and ashland.com/sustainability to learn more.

* Reflects employee base following the planned sale in 2022 of performance adhesives.

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