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Ashland Actopontine™ biofunctional brings youthful appearance to skin and wins the China Personal Care & Cosmetics Innovation Award 2014

Bio-engineered peptide supporting matrix-forming systems improves skin elasticity and density

Shanghai, China - Personal care manufacturers continuously look for innovations to fulfill consumer desires for younger, healthier-looking skin. Ashland Specialty Ingredients (ASI), a commercial unit of Ashland Inc. (NYSE: ASH), offers Actopontine biofunctional in response to this consumer demand. The product recently won the China Personal Care & Cosmetics Innovation Award 2014, sponsored by Ringier Media Group and Happi China magazine.

Actopontine biofunctional is a bio-engineered peptide which design is inspired by the latest advances in the role of dermatopontin in matrix-forming systems. Learning from the shell matrix in various organisms, Ashland experts in skin biology discovered that dermatopontin is key to the architecture of the shell matrix but also critical to build and rebuild the skin matrix which degrades with age.

"Ashland is passionate about the personal care industry, and our deep market understanding and continuous lab trials help ensure that our products perform well in the lab and in the marketplace," said Michael Ling, technical service manager, Care Specialties, Ashland Specialty Ingredients, Asia Pacific.

"Ashland has developed hundreds of safe and high-performing skin care products that help protect skin and help to detoxify, firm, nourish, revitalize, and smooth it," said William Lau, sales manager, Care Specialties, Ashland Specialty Ingredients China. "Actopontine biofunctional is the latest discovery for anti-aging and improving skin firmness and elasticity. Ashland is proud to receive the China Personal Care & Cosmetics Innovation Award. It reinforces our position of providing world-class personal care ingredients, and active research to innovative new product solutions."

"For many years, Ashland has been one of the world's leading suppliers of personal care ingredients. Our technical expertise and strong commitment to developing new products, allows Ashland to collaborate with customers globally and contribute to their success. We will continue to launch new products and solutions to enable customers to continue winning in the competitive and dynamic personal care marketplace," commented William Zhao, regional sales director, Ashland Specialty Ingredients, Greater China.

Ashland will showcase this latest beauty innovation at the Personal Care and Homecare Ingredients (PCHI) exhibition in Shanghai, February 19 - 21. For more information about Actopontine biofunctional, please visit our website www.ashland.com or visit the Ashland booth at #K06.

About Ashland Specialty Ingredients

Ashland Specialty Ingredients offers industry-leading products, technologies and resources for solving formulation and product performance challenges in key markets including personal care, pharmaceutical, food and beverage, coatings and energy. Using natural, synthetic and semi-synthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, Ashland Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications. Key customers include pharmaceutical companies; makers of personal care products, food and beverages, and cosmetics; manufacturers of paint, coatings and construction materials; and oilfield service companies.

About Ashland Inc.

In more than 100 countries, the people of Ashland Inc. (NYSE: ASH) provide the specialty chemicals, technologies and insights to help customers create new and improved products for today and sustainable solutions for tomorrow. Our chemistry is at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, food and beverage, personal care, pharmaceutical, tissue and towel, and water treatment. Visit ashland.com to see the innovations we offer through our four commercial units - Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Ashland Consumer Markets.

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