

April 12, 2016

## **Ashland announces “Solutions Destination” at in-cosmetics 2016**

*Consumer product companies may now access Ashland’s best-in-class expertise in key areas of consumer specialties for novel solutions that enable superior end products and enhance consumers’ lives*

Paris, France – Ashland Inc. (NYSE: ASH), holding global best-in-class expertise in key areas of consumer specialties, today introduced “Solutions Destination,” a science-based platform that consumer product companies may access to acquire novel solutions and to carry them to market to enhance consumers’ lives. Through Solutions Destination, Ashland offers the consumer product industries core scientific competency in the areas of bioavailability, texture/rheology and multi-functionality. Presenting these scientific capabilities at the in-cosmetics trade show, Ashland now offers consumer product manufacturers the option to reach out to the company as a “one-stop-shop” to solve major industry challenges.



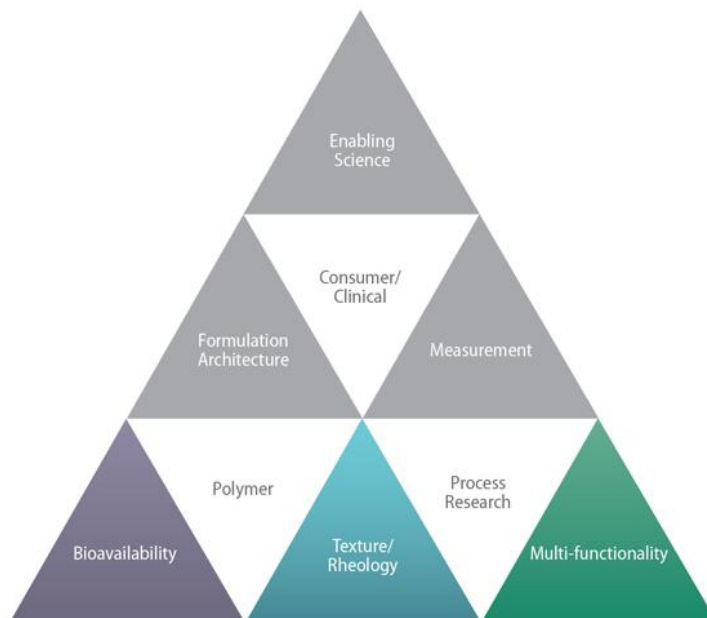
“Solutions Destination highlights specific core competencies within Ashland that allow us to provide consumer products companies the solutions they require to advance the performance, cost-efficiency and sustainability of next-generation formulations,” said James Mish, group vice president, Consumer Specialties, Ashland.”

A key challenge in advancing new solutions requires bringing together what Mish calls the “enabling sciences.” He said Solutions Destination encompasses a range of Ashland scientific capabilities which combine to form the basis for breakthrough solutions in bioavailability, texture/rheology and multi-functionality.

As an example, to advance the bioavailability of an active in a facial wash or other personal care product, expertise is required in polymer technology, process research, formulation architecture, measurement and clinical science.

“Ashland now provides all of these enabling sciences in a one-stop-shop, to better support consumer product companies in advancing performance, cost-efficiency, and sustainability with a solution rooted in bioavailability,” Mish explained.

## The enabling sciences of Solutions Destination



### Bioavailability



Bioavailability, generally defined as the extent to which a formulation allows an active substance property to be realized by a consumer, is a key, yet underserved, solution area in most consumer markets, including pharmaceutical, dermatology/skin, oral care, hair care, and nutrition. Today, Ashland leverages expertise in bioavailability across these markets to design and employ next-generation “biofunctionals” and actives to deliver a consumer benefit. Ashland also develops and applies specialty ingredients, such as excipients and solubilizers, to enhance the delivery and bioavailability of actives, and employs technical know-how to assure actives perform optimally in products, such as topical creams, leave-in hair-care formulations, and pharmaceutical oral dosage forms.

### Texture/Rheology



According to Mish, Ashland has the capability to leverage world-class rheological science and application know-how to deliver next-generation textures. Last year the company introduced Texturity™ to showcase its expertise in rheological techniques, to characterize and fingerprint textures, and to correlate texture to consumer perceptions.

A major designer of rheology-modifying polymers based on cellulosic, acetylenic, acrylates and guar derivatives, Ashland holds the building-block chemistry required to structure, suspend, and build

viscosity to meet consumer texture preferences. The company's texture-employing toolbox extends to esters, and hydrogels, and the ability to create next-generation hybrid polymer technology.

### **Multi-functionality**



Ashland defines multi-functionality as the ability to bring more than one function to a formulation with a single ingredient. Multifunctional ingredients, when engineered correctly, drive performance, cost-efficiency, and sustainability. Polymer experts at Ashland, as an example, bring the benefits of water resistance and SPF boosting to sun-care lotion and sprays with a single ingredient, such as Ganex™ polymer. In hair styling applications, Styleze™ polymer provides both styling and thermal protection to hair. Going forward, Ashland expects

to create next-generation hybrid polymers to further drive performance, cost-efficiency and sustainability across consumer markets.

### **Moving growth and innovation forward**

In launching Solutions Destination, Ashland builds on the solutions provider, problem-solving capability it established in recent years to better serve the ever-more sophisticated, diversified, and expanding consumer care markets as a provider of formulation ingredients and solutions. Under Solutions Destination, a global network of R&D teams, manufacturing options and commercial specialists serve as the foundation to assist companies with market-specific technology solutions from Ashland.

“Solutions Destination defines Ashland’s expertise in bioavailability, texture/rheology, and multi-functionality, and underscores the company’s customer intimacy culture, and pulse on the market, where science and technology are applied to enable customers to produce breakthroughs in the marketplace for consumers everywhere,” Mish concluded.

### **About Ashland Specialty Ingredients**

Ashland Specialty Ingredients is the leading global producer of cellulose ethers and a global leader in vinyl pyrrolidones. It offers industry-leading products, technologies and resources for solving formulation and product-performance challenges. Using natural, synthetic and semisynthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, as well as acrylic and polyurethane-based adhesives, 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; manufacturers of paint, coatings and construction materials; packaging and converting; and oilfield service companies.

### **About Ashland**

Ashland Inc. (NYSE: ASH) is a global leader in providing specialty chemical solutions to customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food and beverage, personal care and pharmaceutical. Through our three business units – Ashland Specialty Ingredients, Ashland Performance Materials and Valvoline – we use good chemistry to make great things happen for customers in more than 100 countries. Visit [ashland.com](http://ashland.com) to learn more.

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