



November 2, 2015

## **Ashland presents skin and hair care texture solutions aligned to the preferences of consumers in Asia**

Bangkok, Thailand - During the in-cosmetics Asia exhibition, Ashland (NYSE: ASH) will present a series of formulation prototypes that address the skin and hair care texture preferences of consumers throughout Asia. Experts in rheology, scientists at Ashland create emollients, emulsifiers, lamellar gels, rheology modifiers and specialty solvents, taking into account the functionality of these technologies to advance textural attributes delivered to skin and hair.

Ashland calls this expertise, "Texturity," wherein advanced rheological technologies and techniques can be leveraged to create and characterize textures for manufacturers of skin and hair care products.

"Creating a dynamic texture experience in skin and hair care requires expertise in ingredient technology, advanced competency in rheology, skill in formulation architecture and state-of-the-art measurement science," said Nelson Corda, general manager, Consumer Specialties, Ashland Specialties Ingredients, Asia Pacific excluding China. "Ashland has combined all of these requirements to bring signature texture solutions to markets in Asia."

At the hair texture demonstration area (Ashland Stand M10), Ashland will demonstrate how the hair texture of Asia's consumers - primarily thick straight hair - may be accentuated or optimized to ensure beautiful, easy-to-manage-hair. Included in the demonstration area will be hair mannequins treated with formulation prototypes, such as moisture-softening shampoo containing N-DurHance™-A000 polymer, an ingredient that lends long-lasting hydrophobic properties to hair for softer, smoother, shinier strands, without buildup.

In the skin care demonstration area, a series of formulations will address consumer preferences toward light-feeling textures, such as Age-Defying 3D Gel, a cream gel for the delicate eye area. The prototype feels light and soft, applies easily, absorbs quickly, and leaves the skin feeling hydrated. The Aquaflex™ X&O polymer delivers an immediate firming effect, without tack, due in part to the incorporation of Lubrajel\* Oil Free hydrogel to the formulation.

### **Seminars bring new ingredients, prototypes, and scientific insights to Asia**

Ashland invites attendees to its innovation seminar, Tuesday, November 3, to learn more about Elixiance™ biofunctional, a natural extract that offers antipollution effects. On Thursday, November 5, join Ashland once again in the Innovation Seminar Theatre to learn about N-Hance™ cationic conditioning polymers that serve to optimize the effectiveness of anti-dandruff formulations.

Formulators interested in learning how to make a light-feeling, fast-breaking cream gel are invited to register to participate in Ashland's Formulation Lab, scheduled for Wednesday, November 4. Please register on the in-cosmetic Asia website: <http://www.in-cosmeticsasia.com/Visiting2/Interactive-Formulation-Lab/>.

Ashland, the sponsor of the Avant Institute Symposium, also invites skin care research and development (R&D) professionals to attend its program, to be held on site, Thursday, November 5. Register to attend the program, entitled The Genesis of Skin: Biology and Beyond, on Ashland's website: <http://www.ashland.com/pages/avant-institute>.

For more information, visit Ashland at the in-cosmetics Asia exhibition in Bangkok, Thailand, November 3-5, or on the web at [Ashland.com/personalcare](http://Ashland.com/personalcare).

### **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 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.

\*Lubrajel is a trademark of United-Guardian, Inc.

**FOR FURTHER INFORMATION:**

Media Relations  
Gillian Zhou  
+86 21 2402 4881  
[gzhou@ashland.com](mailto:gzhou@ashland.com)