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The message is “clear” for Ashland’s N-Hance® cationic guar formulations

WILMINGTON, Del. – Manufacturers of clear shampoos, conditioners and body wash can now offer consumers the rich, creamy lather and velvety feel associated with cationic guar polymers without losing clarity. A technology breakthrough from Ashland Aqualon Functional Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), delivers a new level of transparency with N-Hance® CCG 45 and CCG 450 cationic guar.

“This breakthrough is something our customers have been wanting, and we’re very pleased to announce that our scientists have been able to meet that need with these new polymers,” said Dianne Leipold, global new product leader, Personal Care, Functional Ingredients.

Formulation clarity from cationic guar polymers has always been a challenge, but the new N-Hance CCG 45 and CCG 450 cationic guar allow formulators to create clear products with a higher level of conditioning performance. The new patent-pending breakthrough used to produce N-Hance CCG 45 and N-Hance CCG 450 cationic guar not only adds clarity but also delivers an improved level of creamy lather and velvety feel.

N-Hance CCG 45 is especially designed for people who want lighter conditioning with a clean hair-rinse feel. The formula minimizes any build up on hair and helps hair retain its body and volume. N-Hance CCG 450 cationic guar provides moderate to heavy conditioning for hair damaged by bleaching, coloring or styling, or by exposure to harsh elements such as sunlight or salt water.

Ashland Aqualon Functional Ingredients is the global leader in the production of products that manage the physical properties of aqueous and non-aqueous systems. Our products perform in a variety of applications including thickening and rheology control, water retention, adhesive strength, binding power, film formation, conditioning and deposition, colloid stabilization, suspending, and emulsifying action.

Ashland Inc. (NYSE: ASH) provides specialty chemical products, services and solutions for many of the world’s most essential industries. Serving customers in more than 100 countries, it operates through five commercial units: Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution. To learn more about Ashland, visit www.ashland.com.

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