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Ashland introduces HydroSheer™ sun care to consumer product makers worldwide

Wilmington, Del. - Ashland Specialty Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), today announced its patent-pending HydroSheer™ sun care formulation is now available to sun care product makers throughout the world. HydroSheer water-resistant sun care formulations apply transparently on skin, even in the presence of water. Ashland developed the formulation after it discovered that hydrophobic film, under special formulating conditions, is miscible in water. The discovery is significant in that consumers may now apply sunscreen on skin that is wet, without unsightly whitening effects typically formed by standard water-resistant sunscreen formulas.

"Consumers may now apply or reapply water-resistant sunscreen at any time," said Anna Gripp, global marketing lead, skin care and sun care. "There is no longer any need to dry off when using sunscreen formulations with hydrophobic films miscible in water. Patent-pending HydroSheer sun care continuous spray formulations containing our Advantage™ Plus polymer and select Ceraphyl™ esters provide clear films and bring an added level of convenience to consumers."

Sunscreen makers everywhere have the freedom to formulate novel water-resistant products based on HydroSheer sun care formulation technology. All of the ingredients required to manufacture and market spray form products that give clear films in the presence of water will be offered by Ashland Specialty Ingredients. Production procedures will be made available along with testing and evaluation for consistency with prototype formulations.

Formulation efficacy

"Formulators of water-resistant sunscreens now have the assurance of properly functioning spray form products that may be applied in wet conditions," said Hani Fares, senior director, skin care research. "Establishing a set percentage (w/w) for esters and alcohol in a spray formulation, and adding the Advantage Plus polymer translates into clear films on wet skin. Unlike a control formulation (pictured on the right), HydroSheer formulations do not create a milky emulsion on skin."



HydroSheer sun care formulation



Control formulation

Hydrophobic barrier

Ashland conducted experiments that show the Advantage Plus polymer re-oriens itself when it interfaces with water, resulting in a more hydrophobic barrier. The Ashland polymer self adapts, moving above the active ingredient upon contact with water. Re-orienting film forming polymer above the active helps to prevent sunscreen from being removed.

For more information about HydroSheer sun care, visit Ashland Specialty Ingredients at Ashland.com/personalcare, or write to Ashland at personalcare@ashland.com.

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.

About Ashland

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 www.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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