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Ashland introduces hair styling and conditioning solutions tailored to Asia's consumers

Bangkok, Thailand – At the in-cosmetics Asia exhibition, Ashland will introduce new Advantage™ polymers designed to address the styling requirements of Asia's consumers and present new information about its N-Hance™ conditioning polymer, proven to optimize the delivery and deposition of anti-dandruff actives, such as zinc pyrithione.

Advantage™ PG 30 polymer, designated primarily for use in hair gel products, enables consumers with long, straight, thick hair to secure strong, long-lasting hairstyles, even in high humidity. The product is based on methacryloyl ethyl betaine and acrylates copolymer, which provides strong hold to hair typically resistant to shape changes, even in high-humidity conditions.

Attributes such as low tack address consumer preferences for a non-tacky feel, while antistatic properties substantially prevent fly-away hair. Advantage™ PS 50 polymer, another polymer derived from methacryloyl ethyl betaine and acrylates copolymer, provide these same benefits in hairspray and mousse systems.

“Asian type hair tends to have a thicker and stronger structure,” said David Popplewell, global marketing manager for hair care, Ashland Specialty Ingredients. “Accordingly, robust polymers are required to deliver a long-lasting hold. Both the Advantage PG30 and PS50 polymers deliver exceptional hair hold and humidity resistance to consumers with difficult-to-style hair.”

Ashland compared the Advantage styling polymers with benchmark styling polymers and found that, on thick hair, the Advantage polymers offered better performance in areas such as curl retention, 3-point bend (hold), and humidity resistivity.

Some prototype formulations will be on display at the Ashland Stand, M10, including Super Hold Hard Wax, Extra Strong Hold Gel, Style and Shine Water Mist, and Natural Hold Jam and Jelly.

Optimizing the efficiency of anti-dandruff formulations

Growing consumer demand for healthy scalp and hair products is driven primarily by more intensive daily treatments, and daily exposure to pollution. Accordingly, consumers increasingly reach for shampoo and “total care” hair treatments that contain one or more active ingredients.

“The effective delivery of these ingredients is key to their efficacy,” said Popplewell. He said Ashland will present the results of laboratory studies that demonstrate how to optimize the delivery and deposition of zinc pyrithione on the scalp with N-Hance cationic conditioning polymers and select deposition agents.

The presentation will include the test methods developed to evaluate the efficacy, prototype formulations designed to suit multiple consumer demands, and recommendations on ingredients selection.

For more information, visit Ashland at the in-cosmetics exhibition in Bangkok, Thailand, November 3-5, or on the web at 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 to learn more.

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