



August 13, 2012

Ashland Specialty Ingredients introduces Color Essentials program to support innovative cosmetics formulations

From longer-lasting waterproof mascara to more vibrant shades of lipstick and eye shadow, new program delivers innovative products for consumers who require high-performing color cosmetics

WILMINGTON, Delaware – Bolder colors, extreme wear resistance and enhanced sun protection – today's consumers demand more than ever from color cosmetics. This creates new challenges for formulators and manufacturers seeking to enhance the look, feel and performance of foundations, mascara, lipstick and other cosmetic products that engage the senses.

As a global leader in functional polymers, esters and lamellar gels, Ashland Specialty Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), is launching the new "Color Essentials" technology and formulation-development program to better support development of premium cosmetic formulation concepts that break new ground in both form and function.

"From UV-protection and ease of use to wear resistance, a range of benefits are required to fulfill consumer expectations," said Sarah Thiewes, global marketing launch leader, skin care and sun care, Ashland Specialty Ingredients. "The Color Essentials program enables product formulators to effortlessly deliver products that offer these functionalities, as well as improved sensory benefits and deep, rich color. By developing products based on the Color Essentials sample formulations, color cosmetics manufacturers can leverage our expertise to tap into the growing market for premium products."

Meeting consumer expectations

Ashland's Color Essentials program is designed to deliver novel product concepts and higher levels of value to cosmetics formulators looking to improve aesthetics, sensory benefits, and long-lasting waterproofing. As part of the program, Ashland's global R&D network conducted extensive research and concept development to create 11 sample formulations as a starting point for creating innovative color cosmetic products for the latest consumer trends.

Among the sample formulations is long-lasting waterproof mascara that delivers excellent wear resistance and protection from moisture through the use of Ashland's Ganex™ polymer. Other formulations, such as a gold/plum eye shadow and a shiny red lipstick boast vibrant colors and a rich sensory experience with Ceraphyl™ esters. A foundation containing Ashland's Escal UV filters offers superb coverage while protecting skin from damaging radiation. These and other formulations – including lip balm and cream, makeup remover, lipstick, foundation, eye shadow and mousse blush – offer a mix of performance, color vibrancy and ease of formulation.

"We believe the Color Essentials initiative will inspire color cosmetics formulators to develop innovative, premium products that deliver excellent value to consumers. Drawing on our strong R&D capabilities, and robust ingredient portfolio, we are offering formulators a wealth of resources to generate excitement in the category," said Thiewes.

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 Inc.

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.

FOR FURTHER INFORMATION:

Media Relations

Penny Antonopoulos

Global Marketing Communications Manager, Care Specialties

+ 1 973-628-4142

pantonopoulos@ashland.com