



September 19, 2013

Ashland adds Escalol™ HMS UV filter to sun care portfolio

BRIDGEWATER, NJ - Ashland Specialty Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), is now offering Escalol™ HMS ultraviolet (UV) filter technology to sun care product manufacturers throughout the world. A legacy technology first reviewed by the FDA in 1978, the United States Pharmacopeia (USP) grade (INCI: homosalate) is a popular UVB filter in sun care products. Ashland added the UV filter technology to its popular line of Escalol UV filters to meet growing demand and to better support a range of broad-spectrum UV formulation solutions.

"Changing formulation trends and new regulations are prompting new demand for a well-established sunscreen introduced more than 30 years ago," said Anna A. Gripp, global marketing manager, skin care and sun care, Ashland Specialty Ingredients. "Our technical team has worked with homosalate for many years on projects that involve broad-spectrum UVA and UVB protection strategies. Today we are pleased to add this technology to our commercial offering of Escalol UV filters."

Manufacturers of sunscreens may use Escalol HMS UV filter at levels as high as 15 percent in the United States and 10 percent in the European Union. Oil soluble, the UV filter is compatible in a range of lotion and spray systems. An organic compound and ester formed from salicylic acid and 3,3,5-trimethylcyclohexanol, Escalol HMS UV filter absorbs medium wavelength rays within the UVB spectrum.

Optimizing sunscreen formulations

A leading innovator of film-forming technologies and water-resistant agents and a major supplier of the world's most popular UV filters, Ashland Specialty Ingredients is increasingly focused on novel strategies to boost the SPF efficiency of sun care formulations. Ashland's sun care technical teams also look at the mechanisms of action behind experimental sun care formulations for potential new formulation synergies.

"A number of factors are driving this research, including the need for a range of sun care formulations with improved sensory attributes, such as daily wear products, and the expansion of SKUs containing UV filters," she said.

For more information, visit Ashland at the SCC Florida Sunscreen Symposium, September 19-21, stand 15, Walt Disney World Swan, Orlando, FL.

About Ashland Specialty Ingredients

Ashland Specialty Ingredients, a commercial unit of Ashland Inc., 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 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:

Amanda Rosete
Ashland Specialty Ingredients
Tel: 908-243-3547
e-mail: arosete@ashland.com