



News Release

Ashland introduces sclareance™ biofunctional natural sclareolide through biotechnology to visibly limit the appearance of dandruff

Company adds natural ingredient powered by AI to the line of bioHAIRapy™ biofunctionals for scalp care while furthering corporate ESG agenda

WILMINGTON, Del., November 10, 2022 – Ashland has launched sclareance™ biofunctional, extracted from the company’s owned clary sage fields in the United States where the flowers are bio-transformed using non-GMO biotechnology. It is the second biofunctional to be developed by Ashland with artificial intelligence (AI) for health and wellness in scalp care and helps reduce the appearance of dandruff restoring a healthy scalp.

“Stress can manifest on our bodies in different ways, including our scalp,” said Anne Clay, marketing and business development manager, biofunctionals and naturals, Ashland. “Consumers are increasingly seeking scalp facials to intentionally address scalp health and combat dandruff. Using white biotechnology to activate ingredients for scalp care, Ashland can amplify the efficacy of our customers’ products and applications.”

This is the second time Ashland is using artificial-based bioinformatics to predict the biological efficacy of sclareolide. The company’s solvers discovered that sclareolide could help skin activate vitamin D function and restore a healthy scalp through clinical trials on volunteers shown to visibly reduce the appearance of dandruff and contribute to the naturality and integrity of customers’ products.

For companies and branders interested in partnering with Ashland solvers, and learning how Ashland can help bring enchanting innovation to skincare products, visit www.ashland.com/sclareance

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About Ashland

Ashland Inc. (NYSE: ASH) is a global additives and specialty ingredients company with a conscious and proactive mindset for environment, social and governance (ESG). The company serves customers in a wide range of consumer and industrial markets, including architectural coatings, automotive, construction, energy, food and beverage, nutraceuticals, personal care and pharmaceutical. Approximately 3,900 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries.

Visit ashland.com and ashland.com/ESG to learn more.

FOR FURTHER INFORMATION:

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