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Ashland's Groom 'n Go formulation kit offers men a comprehensive personal care regimen in less time

Bridgewater, NJ - Ashland's consumer research within the men's grooming market suggests that more than ever, men desire a comprehensive regimen to maintain a healthy look and great hygiene but few want to add the extra time it often takes to look and feel terrific. Responding to consumer in-put, Ashland unveiled Groom 'n Go at SCS Formulate, a kit for men that want the luxury of a comprehensive morning personal care regimen in 30 minutes or less. A series of starter formulations packaged in a convenient travel bag showcases multifunction, easy-to-use products that support a dynamic personal care regimen in a minimum of time.

"Stylish men are busy men, and we appreciate their need for products that go on easily, that help them feel fresh and confident and that perform as intended over a long day," said David Popplewell, global marketing manager, Ashland Specialty Ingredients. "In developing the Groom 'n Go kit, we address all of these needs in proven formulations optimized for convenience. Examining a number of consumer insights, formulation systems and ingredient technologies, we created formulation concepts that perfectly meet the needs of today's time-sensitive, fashion-forward men."

Formulated with a range of Ashland's conditioning polymers, styling polymers and specialty ingredients, products in the kit address common personal care requirements, such as leaving scalp feeling clean and light, skin feeling refreshed and moisturized and hair managed and conditioned. All six formulations are developed to maximize convenience for consumers and to support skin and hair care benefits with minimal effort.

Among the formulations and product samples are:

- Cleared for Flight - a crystal clear deep cleansing shampoo with light conditioning to leave hair feeling smooth and clean but not sticky or heavy;
- Takeoff - a 2-in-1 creamy shampoo that leaves a fresh feel by eliminating oil and residue from hair and scalp;
- Altitude for Cruising - a lightweight moisturizing conditioner for daily use, that gives a great post shampoo feel to the hair without a greasy or heavy residue;
- Jet Set Ready - a wax offering wide versatility for creating extreme styles in short hair and for delivering fullness, style, body and volume in longer hair;
- Fresh Start - a rich and creamy body wash with a smooth dry-feel finish leaving skin refreshed and moisturized; and
- On the Run - a deodorant that effectively protects against wetness and odor while minimizing whiteness and fabric staining.

Included among the key formulation ingredients is N-Hance™ 4572 polymer, a high charge density, high molecular weight polymer system with better wet-comb and oil-deposition performance than today's commercially available conditioning polymers. When compared with traditional cationic guar, the new offering is demonstrated to significantly improve the distribution and total deposition of silicone and natural oils such as jojoba oil and meadowfoam across hair strands.

Conditioneze™ 22 polymer is a highly charged, cationic conditioning copolymer of dimethyl diallyl ammonium chloride and acrylic acid. This water-soluble copolymer is ampholytic and demonstrates excellent stability at extreme pH ranges (2-12). It is ideally suited for use as a conditioning polymer in shampoos, conditioners and colorant products.

APShield™ 100 polymer, introduced in April 2013, is the first commercially available polymer technology demonstrated to advance the performance attributes of antiperspirant products. Formulators may use this functional polymer to create high-performing antiperspirants with significantly less aluminum salt, while maintaining the efficacy of products labeled as "enhanced duration."

Ashland™ Carbomer 980 is a crosslinked polymer of acrylic acid. It is a useful thickening, stabilizing and suspending agent in a range of surfactant systems. The carbomer is odorless and forms a crystal clear gel.

AquaStyle™ 300 AF is an alcohol-free fixative polymer designed for use in low-VOC styling products. Because there is no sacrifice in performance, AquaStyle 300 AF delivers the same benefits as the more established version containing alcohol. Key benefits of this styling polymer include strong and long-lasting hold, very effective reduction of frizz, high humidity curl retention, enhanced shine and luster and positive interaction with hydrophobically modified gellants to provide synergistic thickening.

For more information about the kit, contact David Popplewell at DPopplewell@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 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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