



September 9, 2011

Ashland Inc. to present UV-protection technology at the SCC Symposium

WILMINGTON, Del. – A major producer of ingredients used in sun care products, [Ashland Specialty Ingredients](#), a commercial unit of Ashland Inc. (NYSE: ASH), will present the benefits of its broad-spectrum UV absorber at the [Society of Cosmetic Chemists Sunscreen Symposium](#), taking place Sept. 15-17 in Orlando, Fla. A technical poster that outlines the efficiency and formulation-friendly attributes of bemotrizinol UVA and UVB absorber will be showcased by Ashland at the symposium.

Research conducted on bemotrizinol in the past decade shows that the UVA and UVB absorber is highly efficient and easy to incorporate in both daily- and beach-wear formulations. The technical poster, to be made available at the symposium, will show that bemotrizinol is helpful to formulators of sunscreens as they seek to produce cosmetically elegant, broad-spectrum products in accordance with the new Sunscreen Monograph from the U.S. Food and Drug Administration (FDA)

Ashland currently markets and sells the sunscreen absorber in Europe and other countries outside of the U.S. under the [Escalol™ S bemotrizinol](#) trade name. Technical and marketing personnel from Ashland will be available at the symposium to answer questions about the technology and to arrange samples for companies that wish to adopt the broad-spectrum protection technology in the U.S. immediately following FDA approval.

“Newly published FDA rules pertaining to sunscreen testing and labeling will prompt sun-care-product manufacturers to shift their formulating strategies in favor of the most efficient sunscreen technologies. Escalol S bemotrizinol is such a technology, offering effective protection in both the UVA and UVB ranges,” said Anna Gripp, senior director, Global Marketing Sun and Skin, Ashland Specialty Ingredients.

“With so much market and regulatory attention focused on broad-spectrum protection, sunscreen manufacturers are expressing greater interest in novel, proven ingredients. The information in our poster will help formulators in their efforts to make excellent formulating decisions. Already used in many regions of the world, Escalol S bemotrizinol draws interest from formulators everywhere because of its ease of use and effectiveness. We invite all symposium attendees to learn more about this unique UV absorber,” said Gripp.

“Ashland’s poster will highlight the performance characteristics of this technology in the UV range of 290nm to 400nm, its effect on photostability of avobenzene in phenethyl benzoate, compatibility with many other commonly used sun care ingredients and additional benefits,” said Hani Fares, senior director, Skin Care Research, Ashland Specialty Ingredients. For more information about Escalol S bemotrizinol and Ashland’s portfolio of sun care products, visit www.ashland.com, or contact Anna Gripp at agripp@ispcorp.com.

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.

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 (Valvoline).

- 0 -

™Trademark of Ashland or its subsidiaries, registered in various countries