

who transforms
innovative solutions?

—
we do.

new personal care innovations guide

November 2019



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Our 2019 innovations showcase demonstrates our passionate and relentless pursuit to ‘solve’ and to transform the **efficacy, usability, allure, integrity** and **profitability** of our customers’ products and applications

This year, Ashland embraces the individuality of beauty consumers and their daily rituals with new innovations that allow today’s brands to create purposeful formulations with proven benefits. We celebrate consumers and their desires for confidence-boosting products that enhance differences, speak to individual values and needs, and enable them to achieve the best version of themselves.

we are always solving™



infini'tea™ biofunctional

infini'tea biofunctional is a unique, ultra fresh tea serum extracted from live *Camellia sinensis* leaves using Ashland's proprietary zeta fraction™ technology. It provides formulators with a solution to restore a peaceful balance inspired by neurocosmetics and the ceremonial ritual of tea to restore the homeostasis of young, fresh and relaxed skin.

key benefits

- extraction from freshly harvested tea leaves
- unique composition rich in theanine and antioxidants
- inspired by yoga and meditation
- innovative neurocosmetic solution
- one of the first cosmetic solution to glutamate damage
- calming, soothing benefits to help relax the skin
- ingredient is COSMOS* pending

categories (see pages 18-19)

vincienc™ new launches, **vincienc**™ natural,
vincienc™ breakthrough

[learn more at ashland.com/infinitea](https://ashland.com/infinitea)



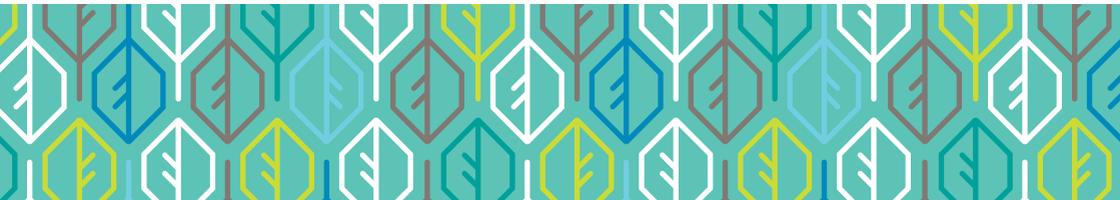
who restores skin's
peaceful balance?

—
we do.



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who helps
defy gray hair?
—
we do.

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chromafend™ biofunctional

Extracted from golden flax seeds (Linseed) that are organically grown and eco-extracted¹, Chromafend™ biofunctional is designed to preserve hair's natural color. Inspired by the "Hair Melanin System," Chromafend™ biofunctional is associated with key pigmentation biomarkers linked to hair graying. With clinically proven benefits on gray hair appearance, it can be used when the first signs of hair are seen.

key benefits

- increases hair darkening and amount of dark hair
- boost gray hair darkening and vitality, even in men's beards
- less frequent need for gray hair coloration
- boosts key pigmentation markers
- long lasting benefits (still effective at 120 days)

categories (see pages 18-19)

vincience™ new launches, **vincience™** natural, **vincience™** breakthrough

[learn more at ashland.com/chromafend](https://ashland.com/chromafend)

¹eco-extracted according to the COSMOS® standard

rosaliss™ biofunctional

This new biofunctional is one hundred percent nature-derived extract from the Rosa centifolia flower grown in the Provence region of France. It offers outstanding efficacy to help skin achieve a flawless repair and brings a new dimension to manufacturers with a novel type of natural and environmentally conscious extract presenting superior and proven efficacy on key skin benefits.

key benefits

- an ancient and legendary flower of “eternal beauty”
- the rose of the famous perfume Chanel n°5, true perfumery heritage, symbol of women's elegance and femininity
- outstanding efficacy using the proprietary and patented Plant Small RNA (PSR) Technology, with a natural and sustainable profile
- inspired by research in regenerative medicine and the amphibian, the axolotl; model for unlimited regeneration and scar-free healing
- associated with an increase in skin's capital to self-repair and protection of microbiome from sun damage

categories (see pages 18-19)

vincienc™ new launches, **vincienc**™ natural, **vincienc**™ dermocar

[learn more at ashland.com/rosaliss](https://ashland.com/rosaliss)



who has haute
couture for skin?
—
we do.



who has
patchouli power?
—
we do.



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cb2-skin™ biofunctional

Capturing the “boho chic” trend, Ashland’s new cb2-skin™ biofunctional is a patchouli-derived cb2 activator associated with skin calming, soothing benefits and greater skin comfort when skin is exposed to stress.

key benefits

- derived from premium patchouli
- from farm-to-skin; sustainable sourcing in Colombia with full traceability
- provides calming, relaxing and age-defying skin benefits
- globally compliant, not based on controversial cannabis derivatives
- conveys a strong image of luxury and beauty

categories (see pages 18-19)

vincience™ new launches, **vincience™** natural, **vincience™** dermocare, **vincience™** breakthrough

[learn more at ashland.com/cb2-skin](https://ashland.com/cb2-skin)

procataline™ g2 biofunctional

Air pollution has been associated with oxidative stress, scalp sensitivity and hair damage, and consumers are now looking at cosmetic solutions to protect hair and scalp from air pollution.

Procataline™ G2 biofunctional, a new version of Procataline™, has shown superior antioxidant defenses against air pollution and is a natural solution to shelter hair and scalp from urban stress.

key benefits

- extracted from pea (*Pisum sativum*) and chia (*Salvia hispanica*) seeds
- rich in peptides, amino acids, polysaccharides, polyphenols and minerals
- associated with hair detox, scalp purifying and soothing properties

categories (see pages 18-19)

vincience™ new launches, **vincience™** BioHAIRapy™ and scalp

[learn more at ashland.com/procataline](https://ashland.com/procataline)

who helps shield
hair and scalp
from urban stress?

—
we do.



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who rescues
sun-kissed skin?
—
we do.

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vital et™ biofunctional

A unique bioavailable vitamin E derivative with anti-inflammaging and skin rescue properties against the acute and chronic stress caused by sun, acne and shaving.

key benefits

- a vitamin E derivative designed for its increased bioavailability in the skin
- tocopheryl phosphate, a natural and the most potent form of vitamin E found in the skin
- helps reinforce the skin's defensive powers at tissue, cellular, and genomic levels against several stresses: UV, mechanical, bacterial
- associated with better sun defenses, after-sun recovery, calming effect on redness and itchiness
- a multifunctional solution with age-defying properties

categories (see pages 18-19)

vincienc™ new launches, **vincienc**™ essentials, **vincienc**™ dermocar

vincienc™ skin biomimicry,

vincienc™ BioHAIRapy™ and scalp, **vincienc**™ bodycare

[learn more at ashland.com/vitalet](https://ashland.com/vitalet)

who makes selecting biofunctionals easier?

—
we do.

new biofunctional portfolio structure

Are you looking for a breakthrough? A biofunctional for an essential skin need? A natural extract? A skin biomimicry ingredient? Now, it is easier with our new biofunctional's portfolio structure to find the right ingredient or application.

Ashland has created eight categories so you can easily navigate through our wide range of biofunctionals.

[learn more at ashland.com/biofunctionalcategories](https://www.ashland.com/biofunctionalcategories)



new online biofunctionals selector tool is designed to help you find the right solution for your formulation

[ashland.com/biofunctionalselector](https://www.ashland.com/biofunctionalselector)

vincienc[™] new launches

biofunctionals launched
the past 4 years

vincienc[™] dermocare

biofunctionals for skin barrier,
moisturization, acne-prone
skin, sensitive skin, skin repair
and microbiome

vincienc[™] essentials

simply essential biofunctionals
for the skin needs

vincienc[™] skin biomimicry

peptides, proteins, lipid-identical
mimicking skin naturally
occurring components

vincienc[™] breakthrough

biofunctionals with a
technology differentiation or
innovative biological targets

vincienc[™] bioHAIRapy[™] & scalp

bioHAIRapy line and
biofunctionals for scalp care

vincienc[™] body care

biofunctionals for body
contour, body moisture

vincienc[™] natural

biofunctionals with a
natural profile, sustainable
sourcing profile and/or
COSMOS* validation

antaron™ eco ethylcellulose

Consumers want planet-friendly sun care solutions that provide safe and easy-to-apply sun protection. Antaron™ ECo ethylcellulose is based on sustainably sourced, zero-deforestation, wood-derived cellulose¹ and is made in a water-based manufacturing process, minimizing the use of solvents. This **globally compliant** film former provides high water resistance at a low use level of 0.5-1.0% in most formulations.

key benefits

- derived from sustainably-sourced cellulose
- listed on global chemical inventories (including Australia, Canada, China)
- high total renewable content, 68–70% natural origin content²
- excellent water resistance
- great formula aesthetics
- Halal and Kosher certified
- vegan suitable³

[learn more at ashland.com/antaroneco](https://www.ashland.com/antaroneco)

¹Ashland sources wood cellulose only from suppliers who have made commitments to utilize standards set by the Forest Stewardship Council (FSC) and/or Program for the Endorsement of Forest Certification (PEFC).

²Natural Origin Content calculated according to ISO 16128-2-2017

³according to Ashland criteria for vegan suitable



who fulfills the
dream of more
natural sunscreens?
—
we do.

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who customizes
crème at home?

—
we do.

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crème by you formulations

These waterless, solid, beautiful molds can be easily transformed into a customizable cream by the consumer at home to suit their skin needs. There are 4 different formulations offering the following benefits:

- detoxination formula contains Serenity™ biofunctional
- energizing formula contains Signaline™ S biofunctional
- age-defying formula contains Ederline™ S biofunctional
- destress formula contains CB2-skin™ biofunctional

All formulations contain our select ingredients to make the waterless solid mold and its transformation possible: Aqualon™ EC N-200 ethylcellulose, Prolipid™ 141 lamellar gel, RapiThix™ A-100 polymer and N-Hance™ BF-17 cationic guar.

[learn more at ashland.com/cremebyyou](https://www.ashland.com/cremebyyou)

pollution protection

Antaron™ (Ganex™) Sensory polymer and Prolipid™ 141 lamellar gel were found to repel and shield against pollution, provide superior protection against smoke (complex pollutant) *ex vivo* and *in-vivo*, ozone (gas) *ex vivo*, and skin protection *in-vivo* versus competitive technologies, including antioxidants and polymers.

antaron™ / ganex™ sensory polymer

repels pollution by reducing particle deposition onto skin

- longer wear
- sand and water resistance
- softer feeling, non-greasy, high SPF textures

prolipid™ 141 lamellar gel

shields from pollution by reducing pollution penetration into skin

- durable hydration and barrier protection by forming lamellar gels between stratum corneum corneocytes
- structured mousses and emulsions
- nature-derived, RSPO, and biodegradable (ISO 16128 > 90%, readily biodegradable)

formulations

gentle face cleanser
(morning)

city ready™
face fluid SPF 30 (morning)

urban defense™
body mousse (morning)

ready set go™
mist (mid-day)

urban renewal™
cleansing balm (evening)

micellar™
rose water (evening)

replenishing dream cream
(overnight)

total defense package

Our formula ritual contains comprehensive solutions for consumers to incorporate into their daily beauty routine no matter where they live (e.g. city or countryside), and offers solutions across the spectrum that physically shield or repel aggressors or employ anti-oxidants while helping the skin maintain its balance and repair.

- air pollution protection
- light spectrum protection (including UV, blue light, and IR)
- anti-oxidation
- hydration
- microbiome
- regeneration

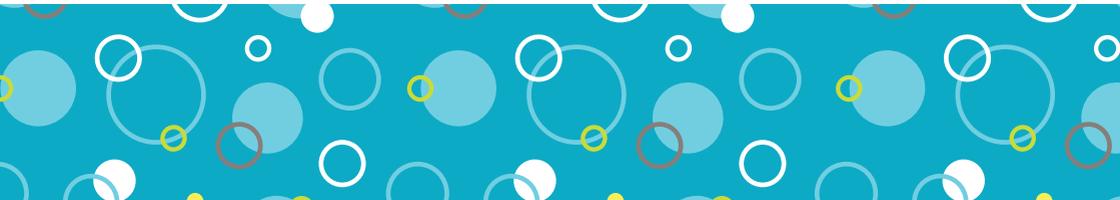


who takes control of
your environment?
—
we do.



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advantage™ revive polymer

Many commercial formulas, regardless of price-point, are based on similar starch-based technologies that consumers perceive to leave the hair looking lifeless, dull, less refreshed, and in some cases just as greasy. Advantage™ Revive polymer is a novel solution that brings a much needed refresh to the dry shampoo category. This patent-pending technology delivers superior cleaning with improved sebum removal while leaving less residue on the hair. It improves the manageability of hair while maintaining its luster matching the color vibrancy and shine of freshly washed hair. Advantage™ Revive polymer is formulation flexible – up to 50 percent lower than that of usual dosage levels, and can be used in a variety of formats.

key benefits

- delivers superior cleansing and oil/sebum absorption for cleaner looking and feeling hair
- leaves visibly less residue
- preserves hair color vibrancy
- improves manageability
- delivers improved performance at lower use levels
- can be used in conjunction with other dry shampoo technologies to help boost cleaning power while maintaining consumer/product aesthetics

[learn more at ashland.com/advantagerevive](https://ashland.com/advantagerevive)

who keeps hair looking great
when life gets out of hand?

—
we do.



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who is a natural
at mousse styling?
—
we are.



styleze™ es-1 polymer

A naturally-derived polymer that delivers voluminous style for bouncy, defined waves and curls. This COSMOS* validated biodegradable solution provides improved style durability and 48-hour humidity resistance and is perfect for mousse formulations, both aerosol and non-aerosol, as well as leave-on styling treatments and curl creams.

key benefits

consumer

- bouncy, defined curls that last all day
- voluminous style

performance

- enhances curl formation (definition/shape)
- maintains curl integrity even in humid conditions
- delivers weather-resistant, durable styles
- provides 48-hour style retention even in humid conditions
- helps stabilize and enhance foam bloom

sustainability

- 89% natural per ISO 16128-1 & 16128-2
- readily biodegradable (OECD 301D)
- COSMOS* validated

[learn more at ashland.com/stylezees-1](https://www.ashland.com/stylezees-1)

sustainability

The Ashland Way is to respect, protect and advance the people we work with, companies we serve, shareholders who invest in our future, communities we're a part of, and the planet we share.

We are passionate about creating technologies and solutions to improve our customers' products and processes, reduce our environmental impact, preserve the world's natural resources and enhance the quality of life within our communities. Ashland continues to expand its offerings of renewable and sustainable solutions, and teams throughout the company are working together to tackle tough challenges while finding innovative ways to operate more safely and sustainably. We are collaborating with customers to deliver breakthrough products downstream while reducing our environmental footprint. And it all starts with expanding the use of our natural, sustainable materials.

[learn more at ashland.com/sustainability](https://www.ashland.com/sustainability)

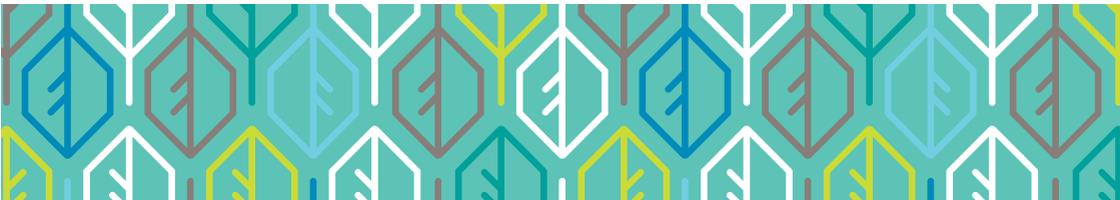
who has a bounty
of sustainability solutions?

—
we do.



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Europe

Switzerland
Tel: +41 52 560 55 00

Middle East, Africa

Turkey
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China

Shanghai
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India

Mumbai
Tel: +91 22 61484646

Asia Pacific

Singapore
Tel: +65 6775 5366

Latin America

Brazil
Tel: +5511 3649 0455

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