

who transforms
solutions?

—

we do.

new personal care
innovations

April 2019



 ashland.com / efficacy usability allure integrity profitability™



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™

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.

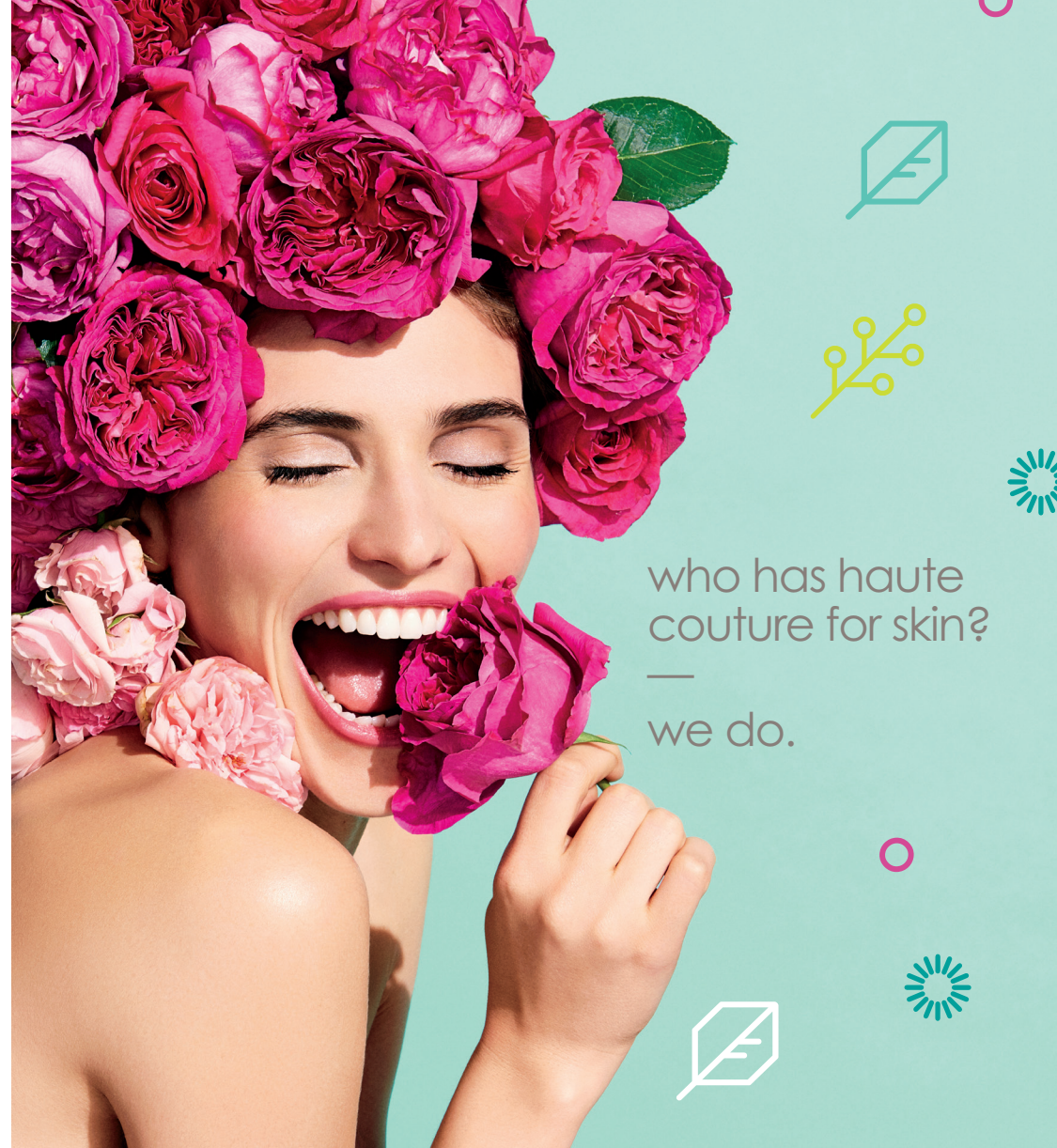
key benefits

- 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 12-13)

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

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



who has
patchouli power?
—
we do.



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 12-13)

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 12-13)

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.





who rescues
sun-kissed skin?
—
we do.

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 12-13)

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?

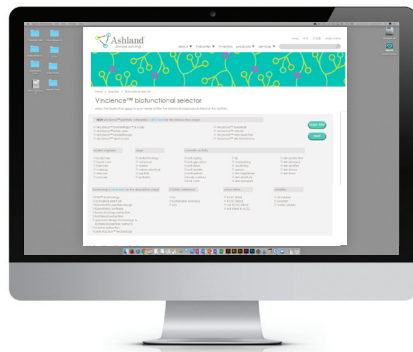
—
we do.

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](http://ashland.com/biofunctionalcategories)



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

ashland.com/biofunctionalselector

vincience™ new launches

biofunctional launched the past 4 years

vincience™ dermocare

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

vincience™ essentials

simply essential biofunctionals for the skin needs

vincience™ skin biomimicry

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

vincience™ breakthrough

biofunctionals with a technology differentiation or innovative biological targets

vincience™ bioHAIRapy™ & scalp

bioHAIRapy line and biofunctionals for scalp care

vincience™ body care

biofunctionals for body contour, body moisture

vincience™ natural

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

advantage™ revive polymer

A patent pending solution for dry shampoo that delivers superior cleaning with improved sebum removal while leaving visibly less to no residue on the hair. Advantage™ Revive polymer improves the manageability of hair while maintaining its luster matching the color vibrancy and shine of freshly washed hair. 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 formulation flexible – up to 50 percent lower than that of usual dosage levels, and can be used in a variety of formats.

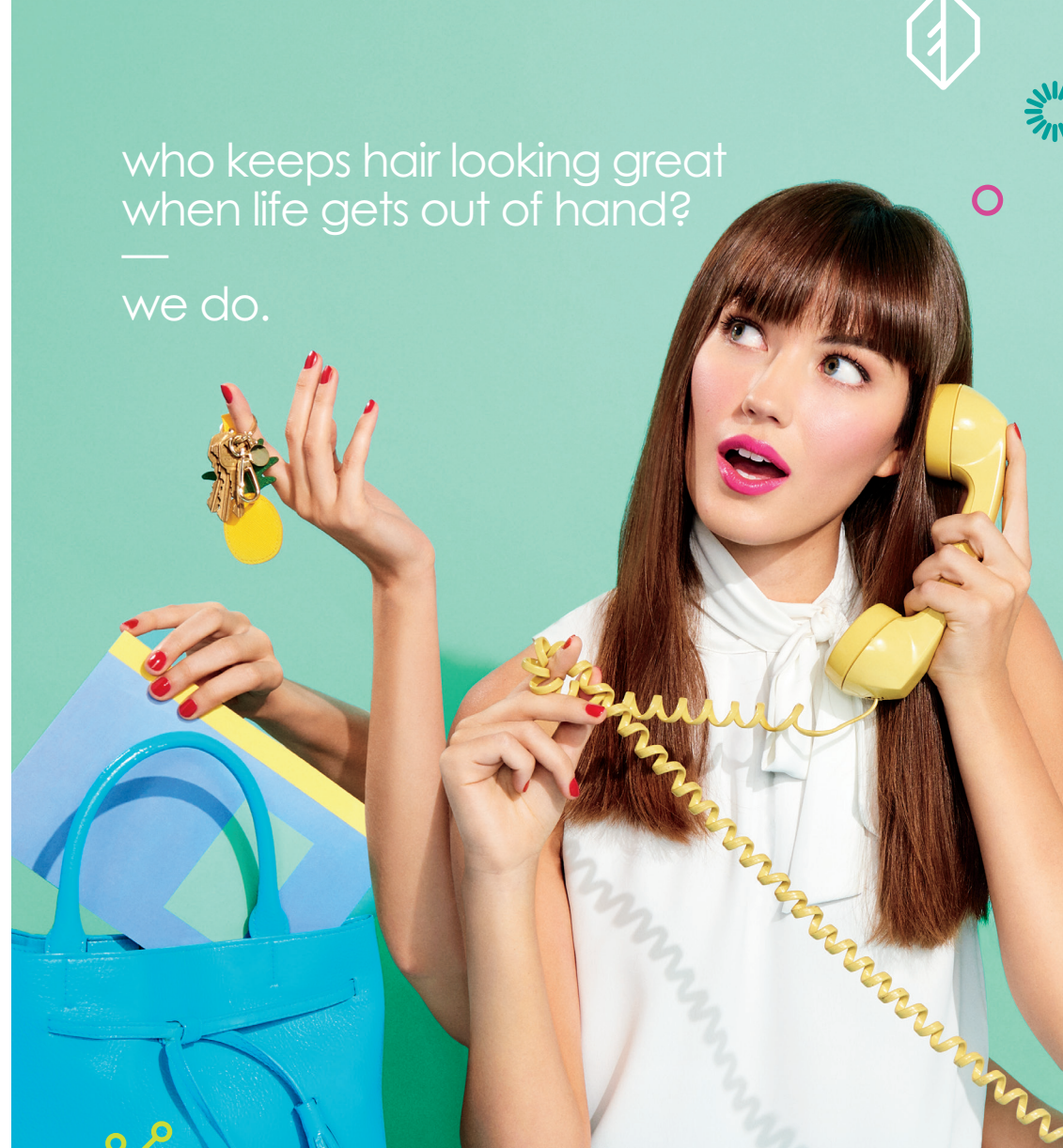
key benefits

- delivers superior cleansing and oil/sebum absorption
- leaves visibly less to no residue
- provides cleaner looking and feeling hair
- preserves hair color vibrancy
- improves manageability
- delivers better cleaning with less output to help save on unnecessary product waste
- 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

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

we do.





who customizes
crème at home?

—
we do.

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)

total defense

Ashland is uniquely positioned to provide complete protection from environmental aggressors[‡] with a Total Defense Package for skin care.

- air pollution protection, light spectrum protection, skin repair
- we offer solutions across the spectrum that physically shield or repel aggressors or employ antioxidants while helping the skin maintain its balance and repair
- **new** Antaron™ sensory and Prolipid™ 141 lamellar gel pollution protection data
- **new** total defense ritual prototypes containing Antaron™ sensory and Prolipid™ 141 lamellar gel and other ingredients that provide a holistic approach to environmental protection and repair

[‡] UV light, pollution, the light spectrum including infrared and blue light

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)

learn more at ashland.com/totaldefense

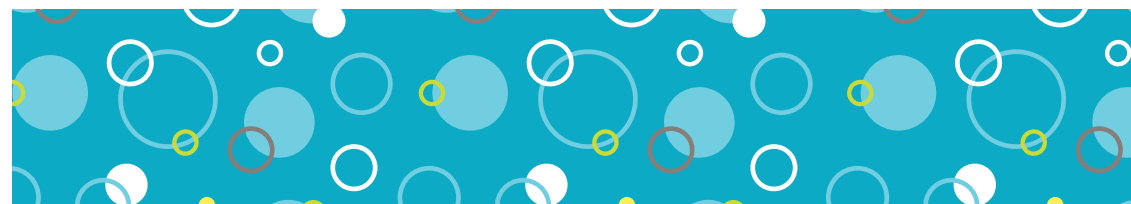


who takes control of
your environment?
—
we do.



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Ashland™
always solving





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, curls. This COSMOS* validated biodegradable solution provides improved style durability and 48-hour humidity resistance and is perfect for mousse formulations.

key benefits

consumer

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

performance

- enhanced curl formation (definition/shape) & curl integrity
- improved high humidity hold (24 hours)
- improved foam bloom and stabilization
- improved style durability

sustainability

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

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

sustainability

the Ashland way

Our vision, mission, way and values are the foundation for what makes Ashland, Ashland. What we aspire to accomplish, how we work every day toward that vision, and the way that we do things are what give substance to the promises we make to each other, customers and investors.

our vision is to make a better world by providing creative solutions through the application of specialty ingredients and materials

our mission is to develop practical, innovative, and elegant solutions to complex problems in applied chemistry, always pushing the boundaries of what's possible, and advancing the competitiveness of our customers across diverse industries

our 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 planet we share

Do you dream of a better beauty? We do. Everyday we are collaborating with customers to deliver breakthrough products downstream while reducing our environmental footprint. 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.





regional centers

North America

Bridgewater, NJ USA
Tel: +1 800 505 8984

Europe

Switzerland
Tel: +41 52 560 55 00

Middle East, Africa

Turkey
Tel: +90 216 538 08 00

China

Shanghai
Tel: +008621-60906606

India

Mumbai
Tel: +91 22 61484646

Asia Pacific

Singapore
Tel: +65 6775 5366

Latin America

Brazil
Tel: +5511 3649 0455

ashland.com/personalcare

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**Ashland**[™]
always solving