



News Release

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Ashland introduces Harmoniance™ biofunctional, a solution with multifunctional benefits for aging skin

Using Zeta Fraction™ technology, Ashland amplifies the efficacy and refines the usability of the botanical benefits of the Sacred Lotus plant

Bridgewater, NJ – Ashland today introduced a solution to some of the complex issues facing the personal care industry with the company's Harmoniance™ biofunctional, a natural and multifunctional product with anti-aging benefits for face and body applications. Using its proprietary Zeta Fraction™ technology, Ashland is able to access and capture the biologically active benefits and amplify the efficacy of the Sacred Lotus plant in Harmoniance™.

Cultivated in Asia for more than 4,000 years, Sacred Lotus (*Nelumbo nucifera*) is revered for its cultural and medicinal values. Zeta Fraction™ technology enables the use of the whole living plant - the leaves, flowers and roots - thereby preserving the diversity and architecture of the biologically active complexes that provide the benefits to a variety of skin care products.

“Hydration, barrier integrity, skin elasticity, contouring, and tone are some of the most important aspects of beautiful, alluring skin,” said Joel Mantelin, vice president business development - biofunctionals, Ashland. “Harmoniance is the first all-natural offering I have seen in my 25 years of evaluations to address all of these skin care needs. For the first time, this offering is available to target all of the attributes essential to healthy and youthful looking skin. Processing the whole living Sacred Lotus plant through proprietary fractionation to obtain a unique, powerful biofunctional affords the personal care industry access to the actual nature and benefits of an extraordinary plant.”

Unlocking the benefits of Sacred Lotus with Zeta Fraction™ technology

An invention of Ashland's Dr. Michael Koganov and his colleagues, Zeta Fraction™ technology employs the theories of three Nobel prize-winning scientists and involves recent advances in physical chemistry and life sciences. It is likely the only technology in the world with the capability to harness the full potential of living plants. The process, which requires special proprietary equipment, starts with separation of live plants into a stable intracellular colloidal dispersion and fiber-enriched material. Then, the dispersion is separated into different fractions. The process is totally solvent-free, consumes minimal energy, and creates no waste. Moreover, Zeta Fraction™ technology generates novel, highly reproducible ingredients capable of targeting multiple biological pathways, and improves their safety by providing the ability to remove contaminants of concern.

Through Zeta Fraction™ technology, the synergistic properties that exist in the Sacred Lotus plant are captured in a Harmoniance™ serum fraction that contains the continuous phase of the intracellular colloidal dispersion from the whole living plant. The composition of this patented

ingredient includes phenolic compounds, carbohydrates, free amino acids, electrolytes, and microelements.

An elegant solution for anti-aging skin care applications

An ever-increasing consumer trend toward more natural products and lifestyles requires usable solutions that are both efficacious and alluring while also minimizing environmental impacts. Ashland's relentless pursuit of solutions that address consumer trends while still providing benefits, results in unique products such as Harmoniance™.

A green value proposition for the personal care industry

A natural, proprietary, multifunctional, biologically active ingredient, Harmoniance™ is ideal for use in total age-defying facial care creams. Scientific evaluations of Harmoniance™ also indicate that this biofunctional is applicable in formulations to brighten skin tone, enhance skin texture, improve skin contouring, address the appearance of sensitive skin, and reduce the appearance of wrinkles.

For more information about Harmoniance™, including the results of clinical evaluations, visit Ashland at the International Federation of Societies of Cosmetics Chemists' (IFSCC) Congress, October 31 through November 1, Stand 606, or on the web at ashland.com/personalcare.

About Ashland

Ashland Global Holdings Inc. (NYSE: ASH) is a premier, global specialty chemicals company serving customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food and beverage, personal care and pharmaceutical. At Ashland, we are more than 5,000 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – who thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Ashland also maintains a controlling interest in Valvoline Inc. (NYSE: VVV), a premium consumer-branded lubricant supplier. Visit ashland.com to learn more.

FOR FURTHER INFORMATION:

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