Ashland Specialty Ingredients
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Company Description
Ashland offers expertise and insights into ingredient technologies that enable the personal and home care industries to launch novel products, improve formulation dynamics and solve long-standing formulation challenges. Specialists in the design and application of natural, synthetic, and semisynthetic polymers, Ashland supports its customers with superior performance outcomes in key areas of personal and home care.

In hair care, Ashland supplies the major fixative, styling, polyelectrolyte complexes and conditioning polymers utilized in leave-on and rinse-out systems, making the company a one-stop resource for expertise in the performance and application of these technologies.

In skin care, Ashland provides a unique portfolio of biomimetic lamellar gels, hydrogels, emulsifiers, emollients, film formers, rheology modifiers, sunscreens, and water-resistant agents. Technology experts at Ashland support formulators and marketers with technical packages required to produce a range of skin-care formulations with extraordinary form, function, and sensory profiles.

Just as importantly, the Vincience™ biofunctional team works in conjunction with Ashland’s polymer experts to support unique skin and hair-care formulation claims.

Ashland is continually advancing both its ingredient portfolio and service offering to help formulators create products that win with consumers. Most recently, Ashland acquired the patented Zeta Fraction™ technology from AkzoNobel, to effectively isolate efficacious components from living plants and marine sources and to produce new biofunctional ingredients. Now more than ever, the care industries call on Ashland for new ways to delight patrons, new options to launch unique products in the marketplace, and new strategies to resolve formulation challenges.

Key Personnel
James Mish, Group Vice President, Consumer Specialties
Linda Foltis, Vice President, Care Specialties R&D
Jeff Rogers, Vice President, Home Care, Ag and Nutrition
Randy Bull, Vice President, Dermatology and Medical Care Specialties
Jan Henk Hendricks, EU Regional Vice President and Global Hair Care
Catherine Joy, NA Regional Vice President and Global Oral Care

Esteban Von-Ehrenstein, Latin America Regional Leader
Nelson Corda, General Manager – Asia Pacific
William Zhao – General Manager – China

Technologies, Patents, New Products
• Advantage™ 4910 fixative polymer is a terpolymer composed of multifunctional monomers delivering exceptional stiffness, hold, and lasting humidity resistance to hair. This polymer finds primary use in aerosol and non-aerosol hairsprays.
• Advantage™ PG30 and PS50 styling polymers enable consumers with long, straight, thick hair to secure strong, long-lasting hairstyles, even in high humidity. The products are based on methacryloyl ethyl betaine/acylates copolymer, which provides strong hold to hair typically resistant to shape changes.
• Dermostatyl™ IS biofunctional is a peptide designed to brighten skin and even-out skin tone.
• Optiphen™ P preservative platform is the first non-alcohol preservative technology with an optimized delivery system.

Major Markets
Personal Care: Hair Care, Skin Care, Sun Care, Oral Care, Bath and Shower
Home Care: Fabric Care, Surface Care, Dish Care

Major Products

True-to-Life Clinical and Consumer Evaluations of Personal Care Ingredients across the Globe
Ashland conducts R&D and consumer science around the world to assist companies with market-specific technology solutions in hair, skin, sun, oral, and home care applications. Consumer and clinical panels are based on an accurate representation of the population using prototype formulations that contain Ashland ingredients. Ingredients and formulation architecture can be further evaluated based on actual climate, geography, and environmental conditions.