Ashland Inc.

www.ashland.com/antaronsoja

Antaron™ Soja glyceride

PRODUCT/SERVICE BACKGROUND INFORMATION

Traditional water-resistant film formers used in sun care and color cosmetics are very efficacious with SPF boosting functionality but are fossil-derived and non-biodegradable. Existing nature-derived polymers do not have good SPF boosting performance and have questionable stability. Our concept to meet the market need was to start from a natural organic oil, like soybean oil, and to polymerize it without use of any catalyst or initiator. We added two additional nature-derived monomers to the oil, namely Glycerin and Octyldodecanol, to enhance the aesthetics of the polymer and make it a liquid for easy incorporation into formulations, creating the novel Antaron™ Soja glyceride.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Brought to you by the inventors of market leading Antaron™ and Ganex™ water resistance polymers, Ashland introduces Antaron™ Soja glyceride, a novel nature-derived, biodegradable water resistance film former and SPF booster with color transfer resistance. Antaron™ Soja glyceride is non-GMO, vegan suitable and compatible with both organic and inorganic ingredients. Easy to use Antaron™ soja is cold processible, enables clear formulations and has a liquid format for fast incorporation into formulations. Try globally compliant Antaron™ soja to improve the naturality of your next sunscreen or color cosmetics formulation.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

Consumers seek more natural, eco-friendly personal care products but aren't willing to sacrifice performance or sensory attributes. Sun care and color cosmetic manufacturers have struggled to improve the naturality of their products, due to the high number of synthetic ingredients required to deliver the product efficacy and aesthetics that consumers demand. Antaron™ Soja has 82% natural content and is inherently biodegradable following OECD methodology. Antaron™ Soja offers a solution to sun care manufacturers, enabling them to improve the naturality and sustainability of their formulations while creating a variety of appealing textures and meeting their corporate sustainability goals.