



Ashland Inc.

www.ashland.com/stylezeesdura

Sustainable styling with all-weather resistance, with styleze™ es-dura

PRODUCT/SERVICE BACKGROUND INFORMATION

styleze™ es-dura ingredient (INCI: Guar Hydroxypropyltrimonium Chloride) is a plant-based styling agent with conditioning properties, offering leading-edge performance and sustainability. This novel ingredient delivers outstanding all-weather style durability with a salon-proven user experience. Styleze™ es-dura can be used to create both modern and traditional hair care products for flawless styles and curl definition, a natural look and feel, and excellent style durability in any weather.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

styleze™ es-dura draws on Ashland's expertise in guar-based polysaccharides, where the molecular properties of **guar hydroxypropyltrimonium chloride** have been optimized to deliver outstanding all-weather style durability, ease of distribution through the hair, conditioned feel during styling, high hold/stiffness, natural movement and feel.

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

styleze™ es-dura brings a uniquely strong sustainability profile, enabling naturally-derived, biodegradable, vegan, and clean INCI claims in finished formulations. Styleze ES-Dura provides formulators with the ability to create formulations that provide care and styling benefits, while using nature derived, sustainable, biodegradable ingredients.