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## Jump into the collaverse™ ecosystem with novel 2HP™ technology

Ashland

[Ashland.com/personalcare](https://Ashland.com/personalcare)

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### PRODUCT/SERVICE BACKGROUND INFORMATION

For more than 100 years, Ashland has pioneered breakthrough innovation that sprang from the creative minds of five generations of solvers, delivering solutions to the unique problems facing each successive generation of humankind. Today, Ashland has laid the groundwork for a new kind of innovation, a thrilling new chapter, laser-focused on the future, driven by sustainable platform technologies and groundbreaking scientific discoveries. Challenge us to discover how our new chemistries can help transform business.

### WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Collapeptyl™ biofunctional is the first-of-its-kind hyalupeptide hybrid designed by an A.I tool and developed with the new patent-pending 2HP™ technology for Hyaluronic Hybrid Peptide. This vegan-suitable, non-PFAS, 99.7% natural collagen-peptide solution is associated with a boost of 20 collagen chains of the skin's Collaverse™ – an intricate ecosystem of interconnected collagens that maintain skin integrity and youth. Clinical studies highlight instant effects for glass-like glow, smooth expression wrinkles in just four hours associated with long-term benefits after one month.

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

With one active ingredient, manufacturers can combine the power of 3 iconic actives (HA, collagen, peptides) while bringing sensoriality, reducing the use of other sensory enhancers in their formulation. Easy-to-formulate, delivering sensory with instant benefits ensuring both product elegance and efficacy, it is PFAS-free, highly natural, biodegradable answering industry's challenges for the environment and the skin. End-users will feel and see the benefits: it brings exceptional visible efficacy in a short time (30 min, 4 h) with just one application of a mask for 25 minutes while delivering instant smooth, velvet sensory feel to the skin.