



forest restoration effort with The Nature Conservancy to help Plant a Billion Trees by 2030 and sponsor of their Youth Engagement Nature Lab



enabling water-based and low-VOC formulations



“It is said, that in life, one should leave only footprints. We decided to leave a few trees too.”

As we innovate to enhance people's lives, we take a nature-positive approach towards the planet. Sustainable, profitable growth must include goals for the environment, social initiatives, strong ethics and governance. That's what Ashland means when we say we are responsibly solving for a better world.”



Guillermo Novo
chair and chief executive officer,
Ashland



nature-derived cellulose additives



elevating people and economies where we operate



reducing transportation footprint

