



News Release

Ashland provides blue light protection with Blumilight™ P biofunctional - a new water-free format

Sophia Antipolis, France, October 1, 2020, Blumilight™ biofunctional is now available in powder form under the trade name Blumilight™ P biofunctional. Launched early in 2016, Blumilight™ biofunctional was the first ingredient introduced on to the market to help mitigate blue light stress and reduce digital aging.

Blumilight™ P biofunctional boasts additional sustainability credentials with no water and no solvents used in its production and is COSMOS-validated. The new powder format answers the needs of formulators working in color cosmetics. In addition to face care and body care formulations, Blumilight™ P biofunctional can also be used in sun care and makeup products. Karine Deruddre, Ashland global skin care applications manager, said "Blumilight™ P is a pink powder, readily soluble in cold water that intends to be effective at very low concentrations. It's best suited to waterless formulations and color cosmetics such as eyeshadows or free and pressed powders."

"Whether it's attending Zoom meetings, doing our shopping online, or bingeing on box sets, one constant is true: we're spending a lot more time on our digital devices than we used to. And while they've helped us navigate the logistics of work, school, and social life during COVID-19, the effects of constant blue light exposure can be a cause of concern, especially when it comes to our skin beauty." said Anne Clay, Ashland global marketing manager. "According to Eyesafe, there has been a 60% increase in TV and game console media use and 14% increase in mobile and work-related devices, with the average adult now spending over 13 hours a day on devices in the US."

Composed of polyphenols, peptides and oligosaccharides extracted from non-fermented cocoa beans, Blumilight™ P biofunctional has a sustainable sourcing profile in Alto Piura, Peru, with transparency and traceability over the supply chain. Blumilight™ P biofunctional is extracted from a rare, premium cocoa variety, the *criollo porcelana*. Criollo means the original cocoa, and porcelana relates to the whiteness of the beans. It is a very rare and premium cocoa prized by chocolate manufacturers as it gives the best chocolate with the finest aromas.

Blumilight™ biofunctional has been shown to deliver a broad range of skin benefits in blue-light stress conditions. It reduces oxidative stress, helps limit the damage induced by blue light stress on light photoreceptors in the skin, and helps increase skin elastin fibers network. A clinical study on volunteers

exposed to blue light 8h/day showed a decrease in skin wrinkles and an increase in skin elasticity, when they used a formulation containing 1% Blumilight™ biofunctional.

* Source: <https://eyesafe.com/covid-19-screen-time-spike-to-over-13-hours-per-day/>

About Ashland

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