



News Release

Ashland unlocks the secret of skin at night, so skin awakens re-set for the day ahead.

Bridgewater, New Jersey, USA, March 26, 2020 - Ashland announces the launch of Nightessence™ biofunctional – a natural extract from premium true lavender flowers using the patented and proprietary plant small RNA technology™. This is the first of its kind biofunctional tailored to optimize skin's nighttime needs and allow consumers to awaken with skin re-set for the day ahead. It helps restore skin overnight, so it looks rested, renewed and illuminated by morning.

Consumers understand the link between sleep and lifestyle factors with skin appearance, mental and physical health. "A recent Mintel* study reports that 80 percent of women in France, Germany, Italy and Spain all agree that getting enough sleep is an important part of looking after their skin," said Justine Cotton, global marketing manager and new business development, Ashland. The 'beauty sleep' or 'clean sleep' concept is extremely trendy. 'Clean sleep' focuses on habits and behaviors that can improve the quality of sleep and help one feel better rested.

"Based on scientific research, Ashland has defined the biology of the skin at night as noctology™, which describes the needs of skin through essential nocturnal processes and molecules for night repair of daily damage," explains Joël Mantelin, vice president marketing and business development, Ashland. "Ashland's Nightessence™ biofunctional enhances skin's naturally occurring nocturnal process, dysregulated by hectic lifestyles, visible light and sun, and helps skin boost essential nighttime molecules such as timezyme and melatonin."

The Nightessence™ biofunctional was clinically tested on a group of 36 Asian volunteers who worked the night shift or who stayed up very late. After using the product for a month, the volunteers showed a more rested skin with fewer dark circles.

Nightessence™ biofunctional was eco-consciously designed from field-to-skin. The company's *Lavandula angustifolia* premium lavender is grown sustainably, respecting nature in its cultivation and harvesting techniques on the mountain slopes in Provence, France, 140 kilometers from the Ashland biofunctional facility. It is extracted using green chemistry to offer a novel type of lavender essence to the cosmetic market.

About Ashland

Ashland (NYSE: ASH) is a premier global specialty materials company serving customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food and beverage, nutraceuticals, personal care and pharmaceutical. At Ashland, we are approximately 4,700 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – who thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries.

Visit ashland.com/nightessence

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