



## News Release

### **Ashland's skin and hair care innovations intensify urban beauty and embrace the individuality of consumers at the CITE Japan trade show in Yokohama**

Yokohama, Japan, May 17, 2019 – In Asia, consumers have hectic lifestyles. They desire personal care products that speak to their individual values, needs and daily beauty rituals that enable them to achieve the best version of themselves. The effects of increasing environmental pollutants can leave skin and hair damaged and in less-than-perfect condition. Ashland solves formulators' challenges and responds to consumer needs with ingredients that address consumer trends and environmental stressors. During CITE Japan, May 15-17, Yokohama, Ashland is showcasing innovative solutions for protecting and intensifying urban beauty.

#### **haute couture for your skin**

New Rosaliss™ biofunctional is a nature-derived extract from the Rosa Centifolia flower grown in the Provence region of France. It offers efficacy to help skin achieve a flawless look and brings a new dimension to environmentally conscious manufacturers with a novel type of natural sourced extract. Rosaliss™ uses Ashland's proprietary and patented Plant Small RNA technology for extractions from fresh petals. It is the only technology to capture the specific functionality of the rose's metabolism to address environmental changes.

"I am so excited about this product," said Justine Cotton, global marketing manager and new business development, Ashland. "It was originally inspired by scientific research in regenerative medicine and displays outstanding efficacy and unique properties to help skin achieve an alluring perfection. The Rosa Centifolia, or May rose, is grown without pesticides. It is harvested less than 100 km from our offices and it is known for its eternal beauty. This legendary flower fits so well for our customer's needs."

#### **who has patchouli power?**

CB2-skin™ biofunctional made from patchouli is a patented alternative to Cannabidiol (CBD) oil for skin calming, soothing and graceful aging. Ashland's CB2-skin™ is an alternative to controversial cannabis derivatives, with superior benefits in modulating the skin's CB2 cannabinoid receptor compared to hemp oil.

"Today, the 'hippie chic' or 'boho' trend is gaining momentum in the luxury segment and CB2-skin™ is a privileged ingredient to capture this trend in cosmetics," said Anne Clay, global marketing manager and new business development, vinciense biofunctionals, Ashland. "Our premium patchouli is sourced from fully integrated and sustainable farms in Colombia. It offers consumers skin calming, skin relaxing, increased skin comfort and reduced irritation and itchiness. It is perfect for sensitive skin applications and for use in 'better for me' beauty products that help disconnect from daily life stress."

## **Giant sea kelp, the ocean's magical harvest**

Ashland's SeaStem™ biofunctional helps skin self-renew and protect against the negative effects of environmental pollutants. Using proprietary Zeta Fraction™ technology, Ashland captures the benefit of the whole living plant and refines the usability of the giant kelp, which has been called the "sequoia of the sea" for its towering length and rapid growth.

"Our skin in day-to-day life is bombarded by pollution and other stress factors. Ashland's SeaStem™, with inspiration from the ocean, helps protect our skin's stem cells from this pollution. This creates a defense that aids with hydration and supports the renewal of the skin barrier, which helps us develop age-defying formulations," said Joel Mantelin, vice president, biofunctionals business development, Ashland.

## **All-dimensional protection established**

Ashland is also launching a Total Defense Package for skin care with ingredients for air pollution protection, light spectrum protection and skin repair. These ingredients include Antaron™ sensory polymer and Prolipid™ lamellar gels. This package offers consumers a comprehensive and holistic approach to providing the skin environmental protection and repair.

"Ashland is uniquely positioned to offer complete protection in a skin care regime. We have solved to help protect skin from UV light, blue light and pollution by shielding the skin from these aggressors, and we help skin maintain its balance and aid in its self-repair," said Jennifer O'Hara, global marketing manager, skin care and color cosmetics, Ashland.

## **Technical Seminars**

Ashland will host two Technical Seminars at CITE Japan.

Neil Astles, global marketing and new business development manager, biofunctionals, Ashland, will lead the first session about the skin perfecting rose petal extract from Provence, France, rich in plant small RNA obtained using Ashland proprietary PSR™ Technology.

Dr. Xin Qu, global R&D lab manager, personal care, Ashland, will lead the second seminar and answer how formulators can create new and innovative hair care products to shield and restore damaged hair from urban living stress.

For more information, visit the Ashland solvers at booth C2-5 to discover how Ashland's new launches intensify urban beauty or visit the company's web page at [ashland.com](http://ashland.com)

## **About Ashland**

Ashland Global Holdings Inc. (NYSE: ASH) is a premier global specialty chemicals 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 6,000 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](http://ashland.com) to learn more.

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