



News Release

Ashland's new biofunctionals help protect skin, hair and scalp

Paris, 15 January 2019 – Today at Cosmetagora Ashland revealed two new products. For hair care, Ashland is introducing Procataline™ G2, a natural, botanical extract designed to help detox hair and purify the scalp, protecting it against exposure to everyday air pollutants. For skin care, Vital ET™ biofunctional has been re-launched. This multi-functional vitamin E derivative with anti-inflammaging properties acts as a skin rescue against the acute and chronic stress caused by UV, bacteria and shaving.

Pollution can wreak havoc on our hair and scalp, causing damage, dryness, and scalp sensitivity. Procataline™ G2 is a new generation of biofunctional with superior antioxidant defenses against air pollution. This improved version of Procataline™ G2 has been developed from pea (*Pisum Sativum*) extract augmented with a chia seed (*Salvia Hispanicum*) extract. Procataline™ G2 has been clinically tested in one of the most polluted cities in Asia and has demonstrated increased scalp hydration and barrier function, reduced sensitivity, redness and desquamation.

Vital ET™ biofunctional helps reinforce the skin's defensive powers at tissue, cellular, and genomic levels against stress from UV, mechanical, and bacterial sources. This multi-functional ingredient has also been associated with improved sun defense by better preparing the skin for sun exposure. It also offers after-sun recovery, delivering a calming effect on redness and skin sensitivity. In addition, it helps the skin fight inflammaging – low chronic inflammation induced by chronic UV stress which can lead to premature aging.

“This is such a clever ingredient, offering so many end application possibilities. Vital ET™ can help defend skin from external stress, soothe skin that has been exposed to too much sun, and help decrease redness and discomfort from break-outs or shaving.” said Justine Cotton, global marketing manager and new business development.

Meet the Ashland solvers at Cosmetagora, booths 63+64 - <http://www.cosmetagora.fr/>

ashland.com/procataline-g2
ashland.com/vitalET

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 to learn more.

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