



News Release

Ashland Rosaliss™ biofunctional blossoms in May with new clinical study data

Sophia Antipolis, France, May 28, 2020 – Ashland is celebrating the flowering of the *Rosa Centifolia* rose, that blooms fully during the month of May in the Provence region of France, with new clinical data for Rosaliss™ biofunctional.

Ashland's Rosaliss™ biofunctional is a 100% nature-derived extract from this iconic flower that offers outstanding efficacy to help skin achieve a flawless repair and brings a new dimension to manufacturers with a novel type of natural and environmentally conscious extract. Rosaliss™ biofunctional uses Ashland's proprietary and patented Plant Small RNA technology for extractions from fresh petals. It is unique technology designed to capture the specific functionality of the rose's metabolism to resist environmental changes and heal.

A new clinical study was performed in the Ashland clinical lab in Shanghai, China on two groups of 35 volunteers. The first group had age flaws and sagging skin, and the second group had acne blemishes or post-acne marks. The volunteers tested Rosaliss™ biofunctional at 1 percent in a cream over a 28-day period. The results from this study indicate that Rosaliss™ biofunctional helps repair acne-damaged skin and show that skin looks:

- evened and brighter: skin texture looks visibly smoother, appearance of fewer fine wrinkles and pores, skin reflects better luminosity;
- firmer: skin is more hydrated and firmer;
- repaired: imperfections such as acne blemishes look diminished and skin looks less sensitive.

This iconic rose grows 100 kilometers from Ashland's offices in Provence, France, and is grown following sustainable farming techniques. It is harvested by hand while roses bloom at sunrise to capture the maximum amount of phytochemicals. "Rosaliss™ biofunctional has a wonderful sustainability story and it delivers great results," said Justine Cotton, global marketing manager and new business development manager, Ashland. "I love how we are working with this local flower and the low carbon footprint associated with transporting the fresh rose petals from the field to our factory. This legendary flower fits so well with our customers' needs and our sustainable local sourcing approach."

Rosaliss™ biofunctional has also shown great benefits associated with the protection of skin's microbiome from UV damage. As a vegetal pre-biotic, it helps preserve the healthy bacteria balance between commensal bacteria and potential pathogenic bacteria. Rosaliss™ biofunctional has also demonstrated *in tubo*, a postbiotic effect with the conversion of polyphenols by skin's microbiome into more active molecules for the skin.

Ashland has formulated a micellar rosewater that is a mild yet effective cleanser and make-up remover. It has been tested to be microbiome friendly. The micelles capture impurities, make-up and sebum from the skin without requiring scrubbing or rinsing. It contains Ashland's Conarom™ P-2 aromatic, a nature-identical aromatic. The formulation, which is suitable for all skin types, can be used on face, eyes and lips because it is gentle for the skin. Rosaliss™ biofunctional works well for sensitive and mature skin formulations and skin treatments for acne-damaged skin with blemishes and post-acne marks.

Ashland Rosaliss™ biofunctional is haute couture for the skin.

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 4,600 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/rosaliss

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rosaliss™ biofunctional

fresh rosa centifolia flower extract from the queen of flowers

100% natural

the rosa centifolia has 100 petals

1500 petals are used to create 1kg of rosaliss™ biofunctional

100 km from fields to Ashland plant

1 of only **8** flowers that are considered as exceptional and emblematic flowers of the Grasse region and that are used in luxury perfumes

biodegradable

rosa centifolia species has existed since the 16th century

65 shades of rose exist

mIR-132 is the micro RNA name for skin's healing signature

rosa centifolia bushes live around 15 years

rosa centifolia roses bloom for 1 month in May

20 phytochemicals are extracted with the Plant Small RNA technology for rosaliss™ biofunctional

300 sunny days per year (that's 2,725 hours)

80% of volunteers have smoother skin*

Ashland
always solving

*Independent study conducted by Ashland's internal research and development team. The study was conducted in France. The study was conducted in France. The study was conducted in France.

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