



News Release

Ashland helps defy gray hair with re-launch of Chromafend™ biofunctional

Ashland unveils new clinical data on gray hair reduction with Chromafend™ biofunctional

Bridgewater, USA, August 20, 2019 – Ashland today is relaunching its Chromafend™ biofunctional with exciting new data that demonstrates how it can promote hair darkening and reduce the appearance of gray hair.

Chromafend™ biofunctional is a golden flax seed extract designed to preserve hair's natural color. This unique extract was selected for its capacity to boost key pigmentation markers in the hair follicle as demonstrated by several in vitro and ex vivo data.

“Although many people choose not to color their hair, they don't want to admit defeat to gray hair,” said Anne Clay, global marketing manager and new business development, vinciense biofunctionals. “Our golden flax seeds are 100% organically grown and labelled as a super grain, and we use green chemistry to eco-extract the biofunctional active. We are proud that Chromafend is COSMOS* validated.”

Chromafend™ biofunctional, inspired by the “Hair Melanin System”, is associated with key pigmentation biomarkers linked to hair graying. Chromafend™ biofunctional has clinically proven benefits on gray hair reduction. It can be used in a variety of hair treatments to address the first signs of gray hair, boost gray hair darkening and vitality, space out the need for gray hair coloration, and can also be used to boost darkening hairs in men's beards.

“A vibrant hair color is a symbol of youth,” said Penny Antonopoulos, global marketing director, hair care, “and people with gray hair appear 3.9 years older compared to non-gray hair individuals. For men, dark hair is a sign of vitality, and graying hair can severely affect the self-esteem of an individual.”

Research (source: Lightspeed Mintel 2018) has identified that hair color is the number one appearance concern for men today, with 51% of British men worrying about graying. Chromafend™ biofunctional can help increase hair darkening and limit the appearance of gray in hair and beard.

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/Chromafend to learn more.

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