



## COVER STORY Who brings haute couture to your skin? We do.



Rosaliss™ biofunctional is an innovation that Ashland is launching at in-cosmetics Global in Paris. The biofunctional is one hundred percent nature-derived extract from the Rosa centifolia flower grown in the Provence region of France. It 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 presenting superior and proven efficacy on key skin benefits. See story on page 47

Joining Rosaliss™, new is CB2-skin™ biofunctional is a natural alternative to CBD oil and is made from patchouli for skin calming, soothing and healthy ageing.

With a focus on the individuality of the beauty consumer and their daily skin- and hair-care rituals,

Ashland is solving for the consumer's desire for confidence-boosting products that enhance their differences, speak to their individual values and needs, and enable them to achieve the best version of themselves. Crème by You formulations allow users to create their own personalised face cream. For hair care, one of the new Ashland launches supports the ongoing dry shampoo trend. New Advantage Revive™ leaves hair feeling cleaner and looking shinier with enhanced lustre, matching the appearance of freshly washed hair while giving consumers next day hair that looks as good as the first day.

Visit the Ashland solvers, booth J80 to discover more. [www.ashland.com/incos19](http://www.ashland.com/incos19)



Ashland, 50 E. RiverCenter Blvd, P.O. Box 391, Covington, KY 41012-0391, USA  
Tel: +1 859 815 3333 [www.ashland.com](http://www.ashland.com)