



News Release

Ashland, winner of Gold Award for Best New Functional Ingredient, solves again and launches a new ingredient with skin detoxination properties

Serenityl™ biofunctional takes its roots from high in the Andes, healing for centuries

Bridgewater, New Jersey, October 11, 2017, Ashland has introduced a unique detoxination ingredient for skin care that is extracted from condurango, a vine sustainably sourced in Colombia. Traditionally used in herbal medicine and nutraceuticals worldwide for its detoxifying properties, condurango vine is also used by large condor eagles as an anti-venom against snake bites.

“Serenityl™ is an effective solution that addresses the growing consumer demand to protect skin against exposure to environmental stress factors such as pollution, while consumers are simultaneously seeking lifestyle improvements with healthier diet, improved fitness and a focus on mental wellness,” said Anne Clay, global marketing manager, Ashland.

Serenityl was developed by Ashland to help the skin achieve a healthier look and feel through an innovative approach to skin detoxination. The company previously won the Gold Award for Best New Functional Ingredient with Fiberhance™ bm solution at inCos, London, in April.

In addition to skin detoxination and oxygenation, potential applications for Serenityl include beauty oils; day and night care products; facial care formulations to improve skin comfort, wellness and radiance, including in professional beauty salons and spas; facial care products for men; natural cosmetics, and more.

“Skin detoxination refers to the capacity of the skin to sense environmental toxins and eliminate internal toxins,” explains Dr. Isabelle Imbert, global director new technologies and business development, Ashland. “Recent studies have revealed the presence of taste receptors in the skin that primarily function to sense toxins in the environment and trigger the skin’s barrier function and immune defenses, thus preventing toxins from reaching living cells.”

Ashland is again sponsoring the Innovation Zone at inCos, North America, October 11-12, 2017, Jacob K. Javits Convention Center, New York, NY, booth #A25, and Ashland’s solvers will be on hand to answer questions. During the show, Ashland will also lead a Formulation Lab Session on Thursday, October 12, 2017 at 9:30 a.m. Additional information can be found at ashland.com/serenityl.

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, personal care and pharmaceutical. At Ashland, we are nearly 7,000 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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