

generating a preventive and inclusive path to skin aging with just one active. So, this one is addressing many of the features most searched for in a well-aging ingredient and is extracted from a well-known and traditionally relevant plant from Mexico (Mexican arnica). It is definitely an all-in-one solution.”

Lifestyle Choices

Anne Clay, marketing and business development manager, biofunctionals and naturals, Ashland, says, “Even before the pandemic, the definition of ‘beauty’ was becoming more global and intertwined with individuals’ sense of well-being. With the COVID-19 crisis, health and wellness became a critical requirement for beauty consumers all around the world. Many consumers have shown interest in products that focus on microbiome health or in products with antibacterial claims, alleviating skin issues linked to lifestyle choices. Beauty consumers also looked for products that contain cannabinoids to relax and soothe the skin, or products to defend against urban pollution or protect against blue light for a healthier aging. COVID-19 exacerbated sleeping difficulties, a hallmark of stress leading to a variety of negative impacts on skin appearance and overall well-being. Some consumers started evening wellness rituals to reduce anxiety by combining skin care with relaxing apps and aromatherapy scents.”

Clay adds, “One of Ashland’s latest innovations, Nightessence biofunctional, is focusing on evening wellness rituals with a lavender flower extract obtained using the patented PSR technology to extract the plant small RNAs. Nightessence biofunctional was shown to increase skin nocturnal processes for a renewed skin with less signs of skin fatigue in the morning. An eco-conscious sourcing in Provence allows to reduce transportation-related carbon footprint and provides full traceability and transparency over the supply chain.



Ashland’s Nightessence biofunctional features a lavender flower extract obtained using the patented PSR technology to extract the plant’s small RNAs.

Nightessence biofunctional can be formulated in natural, clean and vegan beauty products for night care treatments and rituals.”

Clay continues, “Ashland’s latest innovation is Santalwood biofunctional, extracted from upcycled *Santalum album* wood chips left over from essential oil distillation. It is the first biofunctional to be developed by Ashland with artificial intelligence (AI) to mitigate the skin olfactory signature of aging for well-aging benefits. Santalwood biofunctional helps transform skin’s appearance from dull and lifeless to vibrant and glowing. This new biofunctional answers the needs for upcycled ingredients, limiting the use of natural resources, and answering the growing consumer interest for a healthier aging through the regenerating power of trees.”

Vajjnath Lad, manager-creative cosmetics technologies, International Cosmetics Science Centre A/S Denmark, says, “[The] pandemic

has affected the lifestyle of most people around the globe. Due to lockdowns and work from home [and] uncertainty about careers, people are under severe mental stress. This not only affects mental wellness but also has a negative impact on skin and hair due to oxidative stress. Stress also impacts negatively on sleep and sleep deprivation is associated with increased signs of intrinsic skin aging like fine lines, uneven pigmentation, reduced elasticity and lower satisfaction with appearance.”

Lad continues, “Cosmosil SFR (saffron oil and butter), Cosmosil H (hemp seed oil), CBD oils and butters and Cosmosil CAL (calendula oil and butter) with their soothing, antioxidant and anti-inflammatory properties can help to alleviate oxidative stress and helps to improve skin health and texture. Calendula flowers are grown in ICSC’s vertical farming facility in a sustainable way with 70% less water and with the use of solar energy.” ■