



## Ashland Inc.

[www.ashland.com/caressense](http://www.ashland.com/caressense)

### In-vivo effectiveness of Jasmine flower extract on overall well-being and well-aging

#### PRODUCT/SERVICE BACKGROUND INFORMATION

Well-being is one of the main consumers preoccupations. Oxytocin, the “feel-good molecule”, participates to global well-being and frequently related to positive social interactions. Its release in the body and also in skin, could be triggered by gentle touch, perceptible by the presence of mechanosensitive ion channels (e.g., Piezo channels) in the skin. To explore this way, Caressense™ biofunctional, a phytofermented botanical extract obtained from *Jasminum grandiflorum flower* (*Jasminum. G*) has been developed, to target mechanosensory receptors in the skin and increase skin oxytocin level.

#### WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

In this study, we evaluated, *in vivo*, the ability of this extract, formulated in a cream, to potentialize the well-being and well-aging. The study enrolled 34 volunteers aged 36 to 66 yo divided in two groups of 17 volunteers. One group applied on the face a cream containing the botanical extract at 2% and the other group applied a placebo, for 28 days, morning and evening. Based on three components characterizing the psychological state (subjective experience, physiological response and behavioral response), the well-being of volunteers was evaluated by three different methods: WHO-5 Well-being Index, measurement of oxytocin in saliva and measurement of the emotional state, in real time, of volunteers by Emotion Capture© Technology. Well-aging was assessed by skin integrity measurements and forehead skin topography analysis.

#### HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

After 28 days of application of the formulated botanical extract, the study revealed a positive change of the three components characterizing the psychological state highlighting an improvement of the overall well-being. This change did not occur for the placebo group. Besides, an improvement in skin integrity and a decrease of forehead surface roughness parameters were observed for the group applying the extract compared to the placebo group, demonstrating a stronger skin as well as a smoother and more relaxed skin. This study demonstrated the potential beneficial effect of activating mechanosensory receptors on overall well-being and skin well-aging.