



## News Release

### **Ashland strengthens the game in sports nutrition with biotech company Specnova, becomes U.S. distributor for NordicCherry® tart cherry extract**

WILMINGTON, Delaware, October 17, 2019 – Strengthening the game in sports nutrition and wellness, Ashland has signed an exclusive agreement with Specnova, a natural ingredients biotechnology company, that gives Ashland exclusive rights to distribute NordicCherry® tart cherry extract\* in the United States.

NordicCherry® extract is made with whole fruit *Prunus cerasus Stevnsbaersour* / tart cherries grown in Nordic countries and uses a gentle, clean, proprietary water extraction process that concentrates key polyphenol bioactives. The bioactives are protected in a plant-starch matrix by MatrixShield™ technology.

Tart cherries are high in polyphenols and have multiple benefits to support a healthy lifestyle. NordicCherry® extract has several exercise recovery related benefits including reduction in soreness after a workout, reducing loss in grip strength after exercise and reducing soreness following resistance exercise after training.

“We are thrilled to combine our small molecule discovery platform and deep expertise in natural product compounds with Ashland’s passion for solving and their long-standing specialty ingredients expertise and scale which is unmatched,” said Sebastian Balcombe, CEO and founder of Specnova. “Specnova’s research-supported ingredient combined with Ashland’s innovative and solution-based culture, breadth of capabilities in formula development, delivery systems, analytical chemistry, wide customer reach and more, gives us confidence that NordicCherry® will propel to the top of the tart cherry and wellness market.”

NordicCherry® extract is a flowable powder that mixes easily in water and is nearly flavorless, allowing easy formulation options for many application types. It is suitable for a wide variety of food, beverages, supplements and nutritional applications.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

NordicCherry® extract is naturally high in proanthocyanins, anthocyanins and phenolic acids, and it has been clinically shown to enhance exercise recovery. In a double-blind, crossover, placebo-controlled study of 20 healthy, resistance-exercise trained individuals, researchers found that individuals taking a 500-milligram supplement of NordicCherry® tart cherry extract had increased their speed of recovery and strength from resistance exercise. The benefits were demonstrated through reduced loss in grip strength and reduced muscle soreness following resistance training. Individuals returned to resistance exercise stronger and sooner, which can enable them to reach exercise and training goals more quickly. NordicCherry® extract also promotes joint health and mobility and provides powerful antioxidant support.

“Sports enthusiasts, including the everyday athlete, are a growing segment of the population that want to achieve their exercise and training goals faster,” said Brian McGrath, vice president, health and wellness, Ashland. “NordicCherry® extract enables the sports enthusiast to recover faster after working out. It is a natural extension of the nutritional purchases they’re making today to help meet their daily lifestyle goals. We are excited about our relationship with Specnova who has a keen focus on best-in-class ingredients, unique technologies, stronger benefits and quicker results. Together, we will innovate and delight customers.”

Ashland is introducing several versatile new ingredients for formulators, sports-enthusiasts and health-minded consumers during the SupplySide West Trade Show, October 15 – 19 in Las Vegas. The new ingredients strengthen the Ashland health and wellness portfolio and can be used in a variety of applications.

For more information, visit [ashland.com/cherry](http://ashland.com/cherry)

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## **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 4,000 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](http://ashland.com) to learn more.

## **About Specnova BioTech**

Specnova is a biotech company made up of a worldwide ecosystem of innovators, scientists, formulators and industry experts with a passion for discovering and developing extraordinary ingredients found in nature to improve, protect and restore human health and performance. To find out more, please visit [www.specnova.com](http://www.specnova.com)

## **FOR FURTHER INFORMATION**

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*NordicCherry® is a registered trademark of SpecNova  
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