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# News Release

## BASF develops Cetiol SoftFeel soft-solid emollient and petrolatum alternative made from renewable ingredients

- **Based on 100% renewable ingredients, Cetiol SoftFeel enables eco-friendly and waterless formulations**
- **Alternative to cosmetic-grade petrolatum with similar sensorial properties and occlusivity**

FLORHAM PARK, NJ, February 16, 2022 – The natural, soft-solid emollient Cetiol® SoftFeel from BASF's Care Creations® offers an effective alternative to cosmetic-grade petrolatum based on renewable ingredients, rather than petroleum. Answering rapidly growing consumer demand for sustainable ingredients, Cetiol SoftFeel provides personal care brands with an eco-friendly alternative to traditional solutions.

Cetiol SoftFeel has a melting effect on the skin due to its transition from firm to liquid-like at skin temperature. It has been shown to leave skin softer and mimic petrolatum in occlusivity as well as sensorial profile. Thanks to its versatility, the emollient can be used to create face, body, hair, and baby care products with pleasant sensory properties.

"Cetiol SoftFeel exemplifies BASF's commitment to clean and natural ingredients that fit with market trends," said Nader Mahmoud, Vice President Business Management for Personal Care North America. "As consumer needs and concerns evolve, we must

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continue innovating alternative solutions which deliver both in performance and sustainability attributes."

Cetiol SoftFeel is the most recent addition to the company's Cetiol product family, a broad range of emollients for various personal care applications. With this launch, BASF is expanding its offering of innovative and eco-friendly solutions in the Care Creations existing portfolio of sustainable alternatives.

**About the Care Chemicals division at BASF**

The BASF division Care Chemicals offers a broad range of ingredients for personal care, home care, industrial & institutional cleaning, and technical applications. We are a leading global supplier for the cosmetics industry as well as the detergent and cleaner industry, and support our customers with innovative and sustainable products, solutions and concepts. The division's high-performance product portfolio includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients and UV filters. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available online at www.care-chemicals.basf.com.

**About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 17,000 employees in North America and had sales of $18.7 billion in 2020. For more information about BASF's North American operations, visit www.basf.com/us.

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 110,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2020. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at http://www.basf.com.