

# News Release

## **BASF introduces “Beyond Beauty: Renewed Authenticity” at NYSCC 2026, spotlighting authentic, science-based personal care solutions**

- **BASF features ingredient innovations, including breakthrough technologies supporting adaptive collagen renewal to multifunctional hair conditioning boosters and next-generation UV filters, advancing the future of skin and hair health**
- **Showcases *Trending Formulas Now: K-Beauty Connected* prototypes and the D’lite digital platform to accelerate formulation development with data and AI powered insights**

FLORHAM PARK, NJ – May 5, 2026 – BASF’s Personal Care business is unveiling its “Beyond Beauty: Renewed Authenticity” campaign at the 2026 New York Society of Cosmetic Chemists (NYSCC) Suppliers’ Day, taking place May 19-20, 2026, at the Javits Convention Center in New York City. This year’s theme reflects a growing consumer demand for products that deliver real results through transparent innovation, credible science, and personalized care.

“Today’s consumers are looking for more than aesthetics. They want proof and purpose behind the products that feel true to who they are,” said Brandon Crist, Vice President, Business Management, Personal Care Americas. “At BASF Personal Care, our mission is to help beauty brands create authentic experiences through high performance and innovative ingredients, formulations and digital services.”

At booth #721, BASF will introduce a collection of ingredients designed to support long-term skin resilience and protection. Central to this offering is **NeoHelix™ Regenerate**, a high-performance precision peptide that enhances the skin's natural self-repair for adaptive collagen renewal, and **Tinosorb® S1**, an advanced oil-soluble UV filter now undergoing FDA review, which offers robust broad-spectrum UVA and UVB protection. BASF experts will also be present to demonstrate how the BASF portfolio of emollients contribute to the feel of a formulation while providing science-backed benefits.

For hair and scalp care, BASF will showcase **Aloversil™ BC10156**, a cosmetic ingredient powered by natural peptides extracted from sea buckthorn to support the appearance of fuller, denser hair. An additional highlight of the booth will be the **Plantapon® Amino ASP**, an amino acid-based conditioning booster that restores hair hydrophobicity, enhances conditioning deposition, and delivers smoother feel, faster drying, and improved manageability in rinse-off formulations.

Building on BASF's formulation expertise and ingredient innovation, the experts will also highlight **Trending Formulas Now: K-Beauty Connected** prototypes, inspired by Korean philosophies that continue to shape preventive beauty routines and prioritize long-term skin and hair health. In addition, BASF will feature its digital platform **D'Lite**, which includes Surfactant Navigator, Emollient Maestro and Sunscreen Simulator, services that combine consumer insights, real laboratory data, and AI to accelerate and elevate formulation development. Visitors to the BASF booth can experience hands-on demonstrations of this premier digital service.

### **Presentation by BASF expert**

On May 19, BASF Personal Care expert Andrew Miller, Senior Marketing Manager – Hair, Body and Oral Care, will speak on the topic of K-Beauty in the panel discussion “New Frontiers: Insights from Industry Suppliers.”

With these advancements, BASF's Personal Care business continues to shape the future of personal care by delivering high performance ingredients and solutions rooted in scientific excellence and purposeful innovation.

<sup>1</sup> Tinosorb S, or Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine (BEMT), is currently undergoing FDA review and is not approved for use in the United States as a sunscreen active.

### **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 detergents and cleaners 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](http://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 15,600 employees in North America and had sales of \$18.1 billion in 2025. For more information about BASF's North American operations, visit [www.basf.com/us](http://www.basf.com/us).

At BASF, we create chemistry for a sustainable future. Our ambition: We want to be the preferred chemical company to enable our customers' green transformation. We combine economic success with environmental protection and social responsibility. Around 108,000 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 comprises, as core businesses, the segments Chemicals, Materials, Industrial Solutions, and Nutrition & Care; our standalone businesses are bundled in the segments Surface Technologies and Agricultural Solutions. BASF generated sales of around €60 billion in 2025. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).