

# News Release

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## **BASF further invests in its strategic partner B2B Cosmetics to scale-up its individualized personal care product technology**

- **BASF and B2B Cosmetics enable the market entry of the Emuage® technology for personalized cosmetics**
- **Roll-out of technology starts now with selected customers**

**Ludwigshafen, Germany, February 23, 2022** – After the initial investment by BASF in 2019, B2B Cosmetics and BASF have continued the development of the Emuage® technology, a system which delivers freshly-made, personalized cosmetics to the users. The Emuage technology allows users to create their own individualized personal care products by simply choosing capsules, placing them into the machine and receiving the final product – for example for hair, sun or skin care.

Given very positive feedback from consumers and personal care formulators over the last two years, B2B Cosmetics and BASF realize the first market entry of this technology. Projects with partners and customers will come in the following months globally.

To enable the production scale-up and support market entry, BASF continues its commitment through a second-round financing into B2B Cosmetics.

“B2B Cosmetics has continued to impress in developing this technology for the personal care market. It confirms that our strategic relationship with B2B Cosmetics

is essential in our ecosystem to help our customers answer consumer demand for customized beauty products. We are excited that customers are now bringing this technology to consumers and business is commencing,” said Robert Parker, Director, New Business Development, Care Chemicals, BASF.

“This financing round through BASF secures our ability to quickly scale-up our Emuage technology and bring it to market. In addition to supporting BASF and their customers, we will also be opening the first Emuage stores by B2B Cosmetics in Switzerland, France and Middle East in the coming months,” said Gregoire Tutenuit, President and Co-Founder of B2B Cosmetics.

#### **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**

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 [www.basf.com](http://www.basf.com).