

News Release

April 30, 2025

BASF announces Alchemy Agencies as new distribution partner for its Personal Care portfolio in Australia and New Zealand

- **Alchemy Agencies signs exclusive distribution agreement for BASF's Personal Care portfolio in Australia and New Zealand, effective May 1, 2025**
- **Partnership will see Alchemy distribute BASF products in the hair, sun, skin and body care market**
- **The collaboration with Alchemy aligns with BASF's commitment to quality, innovation, and sustainability in providing industry-leading products to customers**

Melbourne, Australia – April 30, 2025 – BASF has signed an exclusive distributor agreement with Alchemy Agencies to manage its Personal Care portfolio in Australia and New Zealand, effective May 1, 2025. The partnership will see Alchemy Agencies distribute BASF's products in the hair, sun, skin, and body care market.

BASF's Personal Care portfolio which includes UV filters, actives, emollients, emulsifiers, polymers and surfactants integrates beauty and sustainability through the power of science, offering high-quality, innovative products and solutions for the personal care industry. This collaboration strengthens BASF's ability to meet the evolving needs of its customers and maintain the company's leading position in the industry.

"Alchemy Agencies are well-regarded in the industry as an innovative distributor of specialty chemicals and food ingredients. Their customer intimacy, technical market knowledge and dedication to the BASF brand make them the right distributor for our

Australia and New Zealand Personal Care portfolio,” said Helen Costanza, Business & Distributor Manager - Personal Care ANZ, Care Chemicals.

“At Alchemy Agencies we are absolutely thrilled at the opportunity to partner with BASF. This collaboration combines the strength of BASF as a global innovation leader in the personal care industry and Alchemy’s focus as a locally committed distribution partner to personal care manufacturers across Australia and New Zealand,” said Katrina Bunge, Director, Alchemy Agencies.

“Together, BASF and Alchemy are committed to ensuring that the customers receive fast, flexible service with exceptional support tailored to their unique needs,” she added.

About the Care Chemicals division at BASF

BASF’s Care Chemicals division 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.

About BASF in Australia and New Zealand

BASF serves key industries in the agriculture, coatings, manufacturing and mining sectors, and posted sales of about €434 million in Australia and New Zealand in 2024. As of the end of 2024, the company had 363 employees and operated 6 production sites across Agricultural Solutions, performance products and functional materials and solutions. BASF has been active in Australia for over 100 years, and over 60 years in New Zealand. Further information is available on www.basf.com/au.

About Alchemy Agencies

Alchemy Agencies are innovative distributors of specialty chemicals and food ingredients in Australia, New Zealand and the Pacific Islands. Our business is built around our people and our long-lasting relationships with suppliers and customers alike. By offering the latest innovations and trends, we can support local customers to make extraordinary exciting new products improving both the end user experience and providing sustainable solutions. Further information is available on [Home | Alchemy Agencies](#)