

# News Release

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## **Cosmet'Agora 2022: BASF presents personal care innovations for eco-conscious consumers**

- **“Alive Beauty” concept offers a range of high-performance formulations for personal care that aim to boost wellbeing**
- **Natural and sustainable innovations respond to demand for responsibly formulated cosmetics**
- **At the Formulation Awards, BASF will present its Sublime Glow Gel Cream formula that offers a light-reflecting skin glow and a fresh finish**

**Paris, France – January 11, 2022** – The “Alive Beauty” concept from BASF’s Care Creations® offers a range of innovative and natural-based solutions for cosmetic products that combine outstanding performance with a positive emotional impact. Visitors to this year’s Cosmet’Agora trade exhibition in Paris from January 11–12 will have a chance to explore this new concept at booths 134-137-138.

### **Tapping into a key trend among cosmetics consumers**

“Sustainability and clean beauty have been reshaping the beauty industry in recent years. However, consumers are now also seeking beauty products that offer a broader sense of wellbeing,” said Marine Belthé, Marketing Manager at BASF Personal Care Europe. “This includes products with improved sensory properties such as touch and fragrance, as well as cosmetics that give consumers more self-confidence. Meeting these expectations can open up exciting opportunities for cosmetics manufacturers – particularly if the products are also based on sustainable and natural ingredients.”

## **“Alive Beauty” – high-performance formulations that revitalize and reawaken**

The “Alive Beauty” concept from BASF offers solutions for skin care, hair care and sun protection products. This includes formulations that enable light, modern textures for reenergized and beautiful skin. The range also features solid-texture and natural-based ingredients that address demand for sustainable and responsibly sourced products. Rich and smooth emulsions within this portfolio offer an improved sense of wellbeing, while the “Alive Beauty” concept also supports convenient formats that can be applied quickly and easily on the go.

### **Sustainable solutions for eco-conscious consumers**

Previewed at Cosmet’Agora 2022, **Cetiol® SoftFeel** is BASF’s new soft-solid emollient based on sustainably sourced ingredients. It is a versatile product that helps to create multiple textures in a variety of beauty and personal care applications, offering a clean and sustainable alternative to petrolatum.

With its COSMOS-approved texturizing biopolymer [Hydagen® Clean](#), BASF offers a new natural alternative to synthetic polymers. The cold-processable rheology modifier, obtained from the tuber of the konjac plant, is suitable for aqueous systems like gels, fluids and serums, as well as more novel formats such as patches, jellies and peel-off formulations. Its film-forming and gelation properties allow for exceptional textures. It complements BASF’s Care Creations existing biopolymer portfolio, which is built on a class of natural rheology modifiers including Rheocare® XGN (pure vegan xanthan gum) and Hydagen® 558 P (based on algae).

BASF’s new surfactant [Texapon® SFA UP Powder](#), the dried unpreserved Texapon SFA in powder form, is 100 percent derived from natural, renewable RSPO-certified resources and readily biodegradable. It is suitable as alternative to surfactants containing sulfate or ethylene oxide derivatives. As it is ultra-mild on the skin and mucous membrane, it can even be used for tear-free formulations in baby products and at the same time provide a creamy, rich foam. Additionally, the surfactant can act as conditioning booster in shampoos and has shown good wet and dry combability results even without the presence of polymers, allowing for easy to use, convenience driven cosmetic solutions. It allows for zero waste rinse-off bar concepts and is the ideal choice for customers striving to meet the consumer trend for solid personal care products.

## **Presenting the Sublime Glow Gel Cream at the Formulation Awards**

On the first day of the Cosmet'Agora trade fair, the French Society of Cosmetology will host the 2022 Formulation Awards. BASF will present its Sublime Glow Gel Cream formula at this event. Its very light and fresh gel-cream texture is based on an optimized and innovative combination of BASF's natural biopolymers Rheocare XGN and Hydagen 558 P. The slightly tinted formula is easy to spread, giving a natural finish and a healthy glow to the skin. It is also enriched with Seanactiv™, a new bioactive that uses the power of algae-derived fucoidan to help enhance the luminosity and vitality of the eye area. With this unique combination of ingredients, the Sublime Glow Gel Cream formula leaves the skin feeling healthy and radiant.

### **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).