

News Release

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BASF unveils “Future Unlocked” at in-cosmetics Asia 2026

- **At its booth, BASF brings “Beyond Beauty: Future Unlocked” to life, highlighting how emerging trends and consumer expectations are shaping the future of beauty.**
- **Featured innovations, including NeoHelix™ Regenerate, Emulgade® Verde PE, and Plantapon® Amino ASP, showcase BASF's expertise in collagen science, advanced active delivery and intelligent cleansing technologies.**
- **Innovation Zone Award entries, “Spotlight On” formulations and expert-led seminars demonstrate latest advances in Personal Care.**

Bangkok, Thailand – October 21, 2026 – At in-cosmetics Asia 2026, BASF will bring its theme "Beyond Beauty: Future Unlocked" to life through a showcase of science-driven innovation, formulation expertise, and market insights.

Located at Booth AC10, visitors will discover BASF's latest advancements across four innovation pillars: Transformative Sensory, Invisible Protection, Intelligent Cleansing, and Science-Driven Ingredients. Through ingredient technologies, formulation concepts, and expert exchanges, BASF will feature new opportunities for brands to deliver performance, sensory appeal, and value in an increasingly dynamic beauty market.

"Beauty expectations are becoming increasingly multidimensional. Consumers seek not only product efficacy, but also value sensory experiences, ease of use, and

solutions that integrate seamlessly into their routines," said Dr. Chang Wang, Vice President, Business Management, Personal Care, Asia Pacific. "Through 'Future Unlocked', we bring together science, formulation expertise, and close customer collaboration to help beauty brands translate evolving consumer needs into meaningful innovation."

Taking place from November 3 to 5, 2026, at the Bangkok International Trade & Exhibition Centre (BITEC), in-cosmetics Asia is one of Asia Pacific's leading events for personal care ingredients and innovation.

Innovation Zone Award and "Spotlight On"

BASF's innovation leadership will be showcased through technologies and formulations featured in the exhibition's Innovation Zone Award and "Spotlight On" programs. [NeoHelix™ Regenerate](#) and [Emulgade® Verde PE](#) have been selected for the Innovation Zone Award, highlighting BASF's latest advances in collagen science and active delivery technologies, respectively.

BASF's innovation expertise will also be demonstrated through two formulations featured in the "Spotlight On" section:

- **SPF 50 / PA++++ Moisture Touch Tone-up Sun Lotion**, showcasing high-performance UV protection with a lightweight, elegant skin feel.
- **Water Splash Light Fluid Lotion**, delivering a refreshing cooling sensation that transforms into a lightweight watery texture upon application.

Meet the experts behind the science

BASF experts will share insights into emerging beauty trends and formulation technologies through two technical seminars:

Date & Time	Topic	Venue	BASF Expert
November 3, 1:10–1:40 p.m.	Protect. Recover. Rebuild: Advanced Post- procedure Sun Care	Technical Seminar Theatre 1, Booth A70	Chutawat Wattana, Business Development Manager, ASEAN, South Asia and ANZ,

			Beauty Care Solutions, Asia Pacific.
November 5, 11:25–11:55 a.m.	Unlocking Easy Active Delivery: Emulgade® Verde PE	Technical Seminar Theatre 2, Booth A50	Rita Mok, Market Development, Skin Care, Personal Care Asia Pacific.

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.

About BASF

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 95,000 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.