News Release

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In-cosmetics Global 2026: BASF champions authenticity and emotional well-being

- **BASF's "Beyond Beauty: Authentic+" concept redefines personal care by prioritizing authenticity, sensory aspects, and emotional connection.**
- **Plantigenix™ Bisabolol: Biotechnologically produced bisabolol delivers soothing performance, high purity, and improved sustainability.**
- **Uvinul® T 150 X EcoBalanced: BASF introduces its first UV filter in a biomass balance (BMB) version.**

Paris, France – April 7, 2026 – In a world where digital beauty filters and AI tools can instantly create idealized images, BASF's "Beyond Beauty: Authentic+" concept – set to make its debut at in-cosmetics Global in Paris from April 14 to 16, 2026 – invites a return to authenticity. "At BASF, we believe personal care should empower people to feel comfortable in their own skin, beyond any digital ideal," said Dr. Boris Gaspar, Head of Market Development, Personal Care EMEA. "With Authentic+, we're redefining beauty as something deeply personal and emotionally resonant, building on our longstanding expertise in skin sensorics and emotion-based methods."

Rather than competing with digital image manipulation, BASF spotlights personal care that nurtures the whole person, prioritizing holistic care for hair and skin, sensory rituals, and confidence-building experiences that honor individuality. The "+" stands for the emotional dimension: formulations designed not only for efficacy, but to spark genuine feeling, connection, and self-worth. Extraordinary textures and sensory profiles, like lotion-to-powder emulsions and watery massage oils, turn daily

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routines into mindful rituals of care, encouraging individuals to embrace their true selves. BASF experts will showcase the latest innovations at **booth 3C60**, which is co-hosted with their distribution partner, BTC Europe.

Plantigenix™ Bisabolol: new biotechnologically produced high-purity soothing active

At the show, BASF will introduce **Plantigenix™ Bisabolol** (INCI: Bisabolol), a biotechnologically produced, high-quality bisabolol. It is designed to meet growing demands for natural cosmetics that emphasize emotional well-being and skin comfort paired with reliable quality and sustainability. BASF's fermentation-based bisabolol production replaces traditional sourcing from chamomile or wild trees, ensuring consistent purity while avoiding pressure on natural resources. The process yields only the most biologically active and naturally occurring isomer, (-)-α bisabolol, offering superior purity and lower farnesol content than the mixed racemic synthetic grades. Plantigenix™ Bisabolol is ideal for sensitive skin applications, including after-sun, after-shave and scalp care. It is designed to support skin comfort and skin brightening effects, drawing on bisabolol's well-documented soothing and tone supporting effects. With 100% renewable carbon content and being produced from renewable feedstocks, cradle-to-gate analysis indicates a significant reduction in CO_2-equivalent impact compared with fossil-based synthetic production.

Uvinul® T 150 X EcoBalanced: lower carbon UV protection with biomass balance

UV filters are a key driver of product carbon footprints (PCF) in sun care formulations due to their chemical complexity, resource-intensive manufacturing, and the relatively high PCF of required raw materials compared with other personal care ingredients. With Uvinul® T 150 X EcoBalanced (INCI: Ethylhexyl Triazone), BASF now introduces its first UV filter in a biomass balance (BMB) version. Uvinul T 150 is a highly effective, photostable UVB filter and the filter of choice to replace octocrylene and ethylhexyl salicylate. The new EcoBalanced version offers a significantly reduced carbon footprint compared to the conventional product while delivering the same trusted efficacy. It is based on BASF's BMB approach, which replaces fossil feedstocks with renewable resources at the start of the production process. The biobased input used in production is allocated to the EcoBalanced product through a certified mass balance methodology, enabling a true drop-in solution that requires no reformulation and preserves original product performance.

The BMB approach complies with verified sustainability criteria and is independently certified according to REDcert² and audited by TÜV Nord. Uvinul T 150 X EcoBalanced further expands BASF's growing portfolio of personal care products based on the BMB approach, including Texapon® N 70 X EcoBalanced and Dehyton® PK 45 X EcoBalanced.

Alongside these latest launches, BASF will be showcasing other recently introduced product innovations, including **Aloversil™**, a cosmetic active with potent natural peptides to support fuller-looking hair, **Dehyquart® S18**, a readily biodegradable conditioning agent that boosts performance in silicone-free formulations, and **Uvinul® TS Hydro**, a water-soluble UVA filter that is particularly well-suited for lightweight formulations.

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 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.