

News Release

P071/25e
April 9, 2025

in-cosmetics Global 2025: BASF's Personal Care business wins BSB Innovation Prizes and Supplier Award

- **German consulting agency BSB awards BASF's ingredients Oximony™, Verdessence® Maize and Lamesoft® OP Plus**
- **Cosmetic ingredients platform SpecialChem honors BASF as Most Popular Supplier**

Amsterdam, Netherlands – April 9, 2025 – During in-cosmetics Global in Amsterdam, BASF's Personal Care business unit received three Innovation Prizes from the German consulting agency BSB. At the same time, the company was named the most popular supplier ranked by product searches on SpecialChem. The platform provides access to a free industry product database of cosmetic and personal care ingredients. “It’s an honor to be recognized for our commitment to developing and delivering cutting-edge, sustainable solutions that meet the evolving needs of our customers and consumers worldwide. This recognition fuels our passion to continue pushing the boundaries of what is possible in the personal care industry,” said Peter Weinert, Vice President, Business Management Personal Care Europe, Middle East, and Africa at BASF.

The BSB Award recognizes innovative solutions in the cosmetics sector for finished products, raw materials, applied concepts, and industrial processes in various categories. The three ingredients have been awarded second place in their respective categories. [Oximony™](#), a new active ingredient to enhance skin longevity, won the prize in the category “Cosmetics/Raw Materials – Active

Substances”. Able to support the skin’s own healthy levels of Taurine, an amino acid naturally found in the human body, Oximony enhances skin vitality, helping to restore its radiance, resilience, and firmness. The ingredient is an extract of sustainably sourced and FairWild-certified *Lysimachia christinae*, also known as *Jin Qian Cao*, an ancient botanical revered in traditional Chinese medicine.

[Lamesoft® OP Plus](#), awarded in the category “Cosmetics/Raw Materials – Functionals and Recipients,” is a wax-based, readily biodegradable opacifier dispersion that can be used as an alternative to synthetic, acrylate-based ingredients. It is characterized by its high-opacifying efficacy and offers additional care benefits in rinse-off applications while ensuring easy formulation and cold processing. Lamesoft OP Plus provides a creamy white and caring appearance to formulations with various surfactant systems, without any undesired pearling effects during production and after storage. Moreover, it is suitable for formulations with alternatives to sulfate surfactants.

BASF’s [Verdessence® Maize](#) won in the category of “Natural Products/Raw Materials – Functionals and Recipients”. The plant-based styling ingredient and readily biodegradable alternative to PVP and VP/VA polymers is BASF’s latest addition to the company’s portfolio of high-performing biopolymers. Being 100% derived from renewable feedstocks, the new ingredient is perfectly suited for natural and organic cosmetics. It is designed for various applications, especially crystal-clear pump sprays as well as mousses with a cloud-like foam texture.

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 112,000 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 €65.3 billion in 2024. 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.