HPCI 2014: BASF Presents Innovative Solutions for the Latest Home Care and Personal Care Trends

- BASF Exhibits at Home and Personal Care Ingredients (HPCI) in Istanbul at Booth 310
- Presentation of Ingredients for Effective Cleaning Results at Low Washing Temperatures
- New formulation concepts and ingredients for the personal care market – from anti-aging face care to hair conditioning

Istanbul, Turkey – December 3, 2014 – On December 3-4, BASF will present its latest solutions for applications in the Home Care, Industrial & Institutional Cleaning (I&I), and Personal Care markets at the HPCI Middle East and Eurasia Exhibition in Istanbul at booth 310. This congress is the biggest event in the region and focuses on ingredients and applications for the cosmetics, detergents, and cleaning products industry.

“HPCI is providing us with the opportunity to present innovations specifically tailored to the needs of the Turkish and Middle East markets and embark on in-depth discussions with our local customers,” says Neslihan Utkan, Regional Business Management Care Chemicals Turkey, Middle East, and North Africa.

New Choices for Improved Performance and Product Esthetics of Detergents and Fabric Softeners

Regarding home Care applications, there is a growing demand for detergents and cleaning products that clean quickly and efficiently, provide care, are safe and easy to use, and save resources. At
HPCI, BASF will be presenting its customers various choices in order to meet these needs.

With Sokalan® HP 20, BASF is introducing a special polymer for the formulation of liquid detergents. Even at low temperatures, it actively disperses particulate soil from clothes and prevents graying – this ensures clean laundry with low energy consumption.

Besides its performance, the esthetics of the cleaning product is also gaining importance. The market is calling for liquid detergents and fabric softeners in transparent bottles, bright colors, and creamy textures. For the formulation of this product category, special Rheovis® rheology modifiers and Tinogard®/Cibafast® stabilizers that protect the products against light- and oxygen-related degradation will be presented at the exhibition. These can extend the esthetics and shelf life of market products in transparent packaging.

From anti-aging face care to hair conditioning: new formulation concepts and ingredients for the personal care market

Market empathy and science excellence are the pillars of BASF’s Personal Care business. To even better connect both strengths with one another the company has implemented a new approach based on consumer research. A validated typology system helps define the personality characteristics and needs of six consumer archetypes and translate these needs into innovative personal care products. Based on consumer studies in France and Germany carried out by BASF and TNS Infratest new formulation concepts for anti-aging face care and hair-conditioning have been developed which are being presented at HPCI. The concepts translate consumer needs into tailored solutions and enable efficient targeting of different personality profiles.

BASF’s innovative emulsion concept SWOP™ technology enables the formulation of personal care products with new textures and

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1 well-known institute for market and opinion research
unusual sensory perception. SWOP™ emulsions are oil-in-water emulsions that become water-in-oil emulsions during application and thus combine the advantages of both. Products based on this technology moisturize, nourish and protect the skin. They absorb quickly and produce a fresh and light skin feel during application.

Cetiol® Ultimate answers to the rising market demand for new textures with excellent skin feel in cosmetics industry. Here, this ultra-fast spreading, 100 percent natural based, fresh and dry emollient meets a wide range of claims – from ultra-thin water-in-oil formulations and dry face oils to pleasant feeling face and sun creams. Personal care products with Cetiol Ultimate are easy to apply, absorb quickly and leave a smooth skin feeling. At the same time, the emollient provides good pigment wetting and enhances color shade stability. Thus, it also performs well in color cosmetics formulations – like light foundations with improved coverage and a powdery sensation. As it is readily biodegradable and approved by Ecocert, COSMOS and Natrue, Cetiol Ultimate is also suitable as a sensory booster for natural cosmetics.

Exchange of expertise at technical seminars

During the congress, BASF will be taking part in the HPCI seminars giving insight in the latest market trends, technical know-how, and product developments.

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<th>Time</th>
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<tr>
<td>11:40 - 12:00 a.m.</td>
<td>Dr. Gerhard Merkle</td>
<td>Improving the Performance of Liquid Laundry Detergents</td>
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About BASF

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world’s leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and
solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.

About BASF’s Care Chemicals division

The BASF division Care Chemicals offers a broad range of ingredients for hygiene, personal care, home care, industrial & institutional cleaning, and technical applications. We are the global leading 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, pigments and UV filters. Superabsorbent polymers developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available on the Internet at www.care-chemicals.basf.com.