

150 years



News Release

in-cosmetics 2015: BASF focusses on new ingredients with specific sensory characteristics

Ludwigshafen, Germany – March 02, 2015 – Color, scent, texture, skin sensation: the sensory properties of cosmetics are often critical for whether a product is purchased again or not. At this year's in-cosmetics (April 14-16) in Barcelona, BASF will demonstrate its customers how to create an emotional link between consumers and personal care products by sensory properties. Under the title "Sensory 2.0", the world's largest manufacturer of ingredients to the personal care industry will showcase new ingredients, formulations and concepts with specific sensory characteristics that are able to play a vital role in consumer preference of cosmetic products (booth 6H40).

Sensory characteristics influence consumer preference

Dirk Mampe, Head of Business Management of Personal Care Specialties Europe, explained: "From consumers' point of view, the sensory characteristics of a personal care product are as significant as efficacy and safety. Since the consumers are emotionally attached to their cosmetics, sensory characteristics can create an emotional link between the consumer and the product. At BASF, we help our customers to optimize the sensory properties of their cosmetic products in order to achieve a clear preference by consumers."

High-performance ingredients for optimized sensory perception

The market for natural cosmetics is constantly asking for high-performance new ingredients. At in-cosmetics, BASF will present a new emulsifier that is completely natural-based. At the same time, it

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convinces with distinct sensory benefits like delicate emulsion-texture, easy skin distribution as well as silky and light skin sensation.

Power of nature to illuminate skin

Not only skin flaccidity and wrinkles, also age spots make the skin look older. In large parts of the world, traditionally, light complexion and spotless skin stand for youth and beauty. In Asia, Africa and Latin America, especially women are seeking to brighten their skin. BASF will present a new active ingredient which inhibits the melanin synthesis in the skin by 90 percent in vitro and delivers in vivo a fast skin brightening action significantly better than placebo and three times higher than that of kojic acid. Scientists at BASF's research and development center in Pulnoy (France) developed the active combining extracts from papaya, guava and saxifrage. Another highlight at the booth will be a synergistic complex that, for the first time in cosmetics, reverses the consequences of glycation. Glycation, responsible for the rigidification of collagen fibers due to high sugar food intake, is considered to be one of the major causes of skin aging.

New generation of Gold synthetic mica

The "Ancient Wisdom" trend from BASF's "Color Trends 2016" collection revolves around ideals of beauty and ideologies of the ancient world, calling for a color palette inspired by the Romance and Renaissance eras – from nude, creamy tones to warm metallic gold. With its unique range of gold pearls developed over the last years, BASF enables customers to choose from a wide variety of shades for their personal care products. At this year's in-cosmetics, the company will launch a new generation of Gold synthetic mica, with a pure white gold shade, able to give cosmetics from lip gloss to body serum a shimmering glow and shine.

Meet the BASF experts

Over the course of in-cosmetics 2015, BASF experts will share their specialist knowledge and market insights. For more information on the free accessible innovation seminars or for booking a workshop of your interest, please visit the official trade show website under www.in-cosmetics.com.

Sessions & seminars			
Date & time	Speaker	Topic	Location
April 15, 2015 13:00-13:30h	Florence Trombini	Collrepair™ DG: The revolutionary active that reverses the glycation	Theatre 2
April 16, 2015 12:30-13:00h	Diana Manamayil	Sustainability along the value chain	Theatre 3

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 over €74 billion in 2014 and around 113,000 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.