

150 years



News Release

MakeUp in Paris 2015: BASF solutions help manufacturers respond to upcoming color trends

Paris, France – June 18, 2015 – Following extensive market research, BASF has identified the most influential cultural drivers set to impact the beauty trends in 2016 and beyond. The company will address its findings at this year's MakeUp in Paris trade show from June 18 to 19 at the Carrousel du Louvre – introducing tailored products and solutions that help manufacturers of decorative cosmetics leverage the opportunities these trends bring with them. “We have been keeping a close eye on regional and global developments, as well as the latest fashion shows, so we can help our customers create products and brand experiences that will really resonate with consumers,” said Valerie Pian-Parison, Marketing Manager at BASF Personal Care Europe.

A new generation of gold synthetic mica

Celebrating a sense of timeless beauty, the “Ancient Wisdom” trend from BASF's “Color Trends 2016” – a collection of effect pigments and formulations – is based on the ancient world's ideals of beauty. It also calls for aesthetics inspired by the Renaissance and Romantic eras, which were reflected in the spring fashion shows – with illuminated cheeks, gold leaf accents and bronze glows. In 2016, gold shades will play a key role. In response to this, BASF has expanded its portfolio of gold pearls to include Chione™ Celestial Gold – a new generation of gold synthetic mica. It helps create a pure, white shade of gold and a shimmering glow and shine in various cosmetics.

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Preview of BASF's "Color Trends 2017"

Meanwhile, BASF's "Color Trends 2017" anticipate that metallic shades of gold will continue to be extremely relevant – but with the focus shifting to bronze, platinum, and champagne. In an exclusive preview of the coming effect pigment collection, BASF is also unveiling a selection of colors inspired by the jazzy hues found in nature: "ALIVE" features saturated, intense colors such as luscious greens, bold blues, and popping pinks reminiscent of juicy berries and vibrant fruits.

Cutting-edge looks with color travel pigments

In the latest fashion trends, classic cuts are being reinterpreted with iridescent tissue, bringing a touch of vitality and vibrancy to timeless styles. BASF's color travel pigments enable manufacturers to capitalize on this trend in both the cosmetics and personal care segments: Harnessing the latest pigment technology, the Reflecks™ MultiDimensions and MultiReflections™ ranges create a dramatic sparkle effect and visual dimensionality, and make eye-catching color travel effects possible.

BASF represented at "Innovation Tour" and make-up artist competition

With its "Luminous Skin Serum to Oil", which is characterized by a milky texture and a hint of gold, BASF is also represented at the trade show's "Innovation Tour." This special exhibition space is dedicated to new solutions selected by the "MakeUp Innovation Tour" jury. In addition, BASF will support the first "MakeUp in Paris Boxing Ring": Under the leadership and arbitration of the Brazilian Make-up Artist Mily, students of Make-up Atelier Paris will use the BASF effect pigments Chione™ Celestial Gold, Reflecks™ Multidimension Glistening Gold, Chione™ Pixel White and Cloisonné® Vivid Red to illustrate the themes "Roaring Twenties," "the Demimonde Years" and "from the Flower Power Years to the Palace Years."

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.