Cosmetagora 2016: BASF showcases 100 percent natural anti-aging solutions

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• More than 70 percent of test users’ partners confirmed effectiveness of ECOCERT-approved Speci’Men™

Paris, France – January 12, 2016 – Consumers around the world are looking for effective anti-aging products that will make them look as young as they feel. At booth 144-147-148 at this year’s Cosmetagora trade show, BASF unveiled a range of new and highly effective active ingredients to counteract the visible effects of aging. “The Personal Care business of BASF draws its inspiration for new solutions and products from real life,” says David Bothorel, responsible for Marketing Actives at Personal Care Europe. “We aim to deliver cutting-edge actives for the skincare market’s anti-aging segment, and will also be presenting 100 percent natural-based anti-aging actives that can be used to formulate both semi-natural and certified natural cosmetics products.”

Neurobiox™ – the ultimate biological skin imperfections blurring solution

As the skin’s radiance begins to decline with age, consumers start looking for products that will boost their skin’s regeneration and target its imperfections at the same time. In response to these demands, the Personal Care business of BASF has developed the anti-aging active...
Neurobiox™ – the first 100 percent natural-based active ingredient to stimulate cell renewal and increase epidermis thickness, while effectively blurring the imperfections of aging skin. Containing organically cultivated and ECOCERT-certified extracts of yarrow (achillea millefolium), Neurobiox™ reduces pores and wrinkles and makes the skin look and feel significantly softer. In fact, 82 percent of volunteers judged Neurobiox™ to be a “good to excellent” active ingredient for blurring effects in a face cream.

Speci‘Men™ – the first active ingredient specifically developed for men’s skin

Men’s skin has a higher collagen density than women – which means the signs of aging are less obvious than in women. However, once the first lines do start to appear, they turn into wrinkles more quickly. Speci‘Men™, a 100 percent natural-based and ECOCERT-approved Baobab leaf extract, is the first active ingredient developed by the Beauty Creations research team to specifically address men’s skincare concerns. It targets versican, a proteoglycan which is key to the skin’s viscoelastic properties and specifically to the health of men’s skin, but which accumulates with age, and loses its functionality in men’s elastic fibers. The results obtained in vivo are impressive: the skin appears revitalized, skin tonicity is improved, and there is a visible reduction in signs of fatigue around the eyes as well as in wrinkles. More than 70 percent of Speci‘Men™ test users’ partners have confirmed its effectiveness. 94 percent of men who tried Speci‘Men™ agree that it is particularly suitable for men’s skin.

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 leading supplier for the cosmetics industry as well as the detergents and cleaning agents industry and support our customers worldwide 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. Superabsorbents 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 at www.care-chemicals.basf.com.

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.