

News Release



PatchH₂O[®] for hair care applications: immediate and long-lasting hydration of the scalp

- **Clinical evidence of efficacy in hair care applications; sustained improvement of scalp moisturization**
- **Long-lasting effect thanks to film-forming properties that allow controlled release of active ingredients**

Duesseldorf, Germany – September 4, 2017 – The secret of beautiful hair lies at its roots – with a healthy scalp. A dry, dehydrated scalp, which can feel uncomfortable, tight and itchy, is a common problem, affecting people of all ages. Harsh weather, pollution, and aggressive hair products can exacerbate the issue. Consumers around the world are looking for products that will help protect their scalp against dehydration, while improving hair structure and shine. In response, BASF has reassessed its highly effective hydra-protect technology for skin moisturization, PatchH₂O[®], and found it to be suitable for hair care applications such as anti-aging scalp care.

Clinically proven efficacy in hair care applications

A double-blind placebo-controlled clinical study showed a significant, immediate and sustained improvement in scalp moisturization. The study was performed on female volunteers with different skin and hair types: Caucasian, African, Hispanic and Asian. They tested a 2 percent PatchH₂O-containing leave-on hair serum against placebo in two groups. Scalp hydration was evaluated by dielectric conductivity at baseline, four hours, 21 days, and three days' post treatment. Increased scalp hydration up to 52 percent against baseline could be demonstrated. Volunteers indicated that their scalp felt more

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comfortable and that PatchH₂O led to a noticeable improvement in hair quality and shine.

PatchH₂O®: a 3D molecular mesh

The patch technology is a result of BASF's dual expertise in natural macromolecules and the controlled release of active ingredients. Acting on two levels, PatchH₂O offers optimum hydration: on the scalp's surface, the unique combination of natural biopolymers, hyaluronic acid, alginate, and a natural glucan known as pullulan forms a 3D molecular mesh that reduces water evaporation like a protective film. This micro-network is loaded with a moisturizing complex containing glycerin, L-serine, trehalose and urea, which is gradually released into the heart of the stratum corneum to rebalance the skin's moisture level.

About the Care Chemicals division at BASF

The BASF division Care Chemicals offers a broad range of ingredients for personal care, hygiene, 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 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.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.