

News Release



SCS Formulate 2017: BASF showcases advanced solutions for the cosmetics industry

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- **Biopolymer Rheocare® XGN and natural based micro-emulsion Emulgade® MEC/MB allow for personal care solutions inspired by nature – from oral care to wet wipes**
- **BASF's Beauty Box 2017 offers a selection of formulations to meet current market trends – from facial masks to shower oils**
- **Development of active ingredients like Dermagenist™ and Collalift™ opens up new insights into collagens**

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Coventry, UK – November 14, 2017. At this year's SCS Formulate in Coventry, from November 14 to 15, BASF will present its latest solutions for applications in the personal care market – such as concepts, formulations as well as different new products. BASF will share booth 400 with its European sales company, BTC Europe.

Rheocare® XGN: the vegan, stabilizing and thickening polymer

The market for vegan cosmetics has grown significantly in recent years. BASF has responded to this by introducing Rheocare® XGN. It is the first polymer launched under the Care Creations™ brand consisting of pure vegan Xanthan Gum. It is 100 percent based on renewable feedstock and not produced from genetically modified organisms (GMO). Rheocare® XGN is a powerful thickening agent and stabilizer for emulsion and surfactant based systems. It creates crystal-clear formulations, has a high electrolyte and ethanol tolerance, can be cold processed and is easy to incorporate even without the neutralization step. This highly flexible polysaccharide can be used for various cosmetic applications including oral care. Rheocare® XGN is COSMOS compliant.

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Emulgade® MEC/MB paves the way for nature inspired wipe formulations

The personal care wet wipe market is also turning toward natural, ethical and environmentally friendly products. BASF is addressing this market trend with Emulgade® MEC/MB. The new micro-emulsion concentrate is based on a combination of mild cleansing surfactants and moisturizing skin care ingredients. More than 70 percent of the product is derived from natural, renewable feedstocks. The palm kernel oil used by BASF to produce the ingredient is only sourced via the Mass Balance (MB) supply chain system of the RSPO. Its strong cleansing performance and make-up removal efficacy even for waterproof mascara could be demonstrated by in-vivo tests and a new measuring method developed by BASF. Wet wipe formulations based on Emulgade® MEC/MB show a good eye tolerability and skin compatibility even for people with sensitive skin.

Beauty Box 2017: BASF formulations answer key market trends

With “Beauty Box 2017” BASF will also showcase a selection of market relevant formulations meeting the specific needs of the British market. With an expanding consumer beauty routine involving more steps for greater skin care benefits, there are opportunities to add extra products, such as facial masks for intensive overnight care. BASF’s **Zen Night Mask** works during sleep, and intensively revitalizes tired and stressed skin, providing softness to the skin with a velvety texture. The combination of the active ingredient PatchH2O™ and the light hydrogel cream texture based on the emulsifying polymer Cosmedia® SP ensures an extraordinary moisture boost.

Precious oil meets body wash

The shower oil trend has shown steady growth since 2011. Product launches have more than doubled in a five-year period. Many consumers look for perceivable moisturizing benefits generating a perfect well-being feeling after shower. BASF’s **Precious Oil Shower Gel** is formulated sulfate-free. It contains 3 percent of Lamesoft® OD,

a lipid layer enhancing micro-emulsion that provides detectable oil deposition on the skin. The Precious Oil Shower Gel is easy to apply and leaves a pleasant feeling on the skin.

Actives focus: new insights into collagens

On November 15, Torsten Clarius will present on the topic “New insights into collagens: Fiber collagen I and physiologically active collagen XVIII”. He puts a spotlight on BASF’s new active ingredients Dermagenist™ and Collalift™ 18. Dermagenist™, an extract from *origanum majorana* leaves, restores the skin’s density and firmness and effectively reverses the visible signs of skin aging. It inhibits DNA methylation in fibroblasts, re-engaging the cells in the production of extracellular components and collagen. At the same time, it stimulates actin synthesis, thereby strengthening the cells’ cytoskeleton. Fibroblasts regain their contractility, retrieve their strong adhesion and resume interactions with the surrounding dermal matrix. Collalift™ 18, an extract of African mahogany bark, improves the skin’s elasticity recovery and visibly reduces pores, lines, and wrinkles. It stimulates the synthesis of collagen XVIII, a key element of the skin’s basement membranes and the only collagenous proteoglycan with biological activity present in all skin layers – from surface to deeper layers.

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 BTC

BTC Europe belongs to the world's leading chemical group, BASF – We create chemistry. BTC Europe GmbH is BASF’s European sales organization for specialty

chemicals. Our strengths lie in our knowledge of the industry, based on many years of experience, and our proximity to our customers. With its 11 regional offices and more than 450 employees in Europe, BTC supplies small and medium-sized customers from a wide variety of industries with about 6,000 products. BTC is headquartered in Monheim am Rhein. Further information on BTC is available on the Internet at www.btc-europe.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.