

News Release

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in-cosmetics 2018: BASF introduces new solutions for healthy skin and hair based on the “Personal Care Elements”

- **BASF offers 130 COSMOS approved products and a broad selection of formulations complying with the standard**
- **BASF’s Colors and Effects brand introduces “Proud to be you” theme celebrating individual beauty and diversity**
- **Formulation Lab®, Innovation Zone, Technical Seminars and a Workshop provide insights into BASF’s new solutions for the personal care market**
- **Third BASF Palm Dialog centers around the industry’s progress towards responsible palm kernel oil**

Amsterdam, Netherlands – April 17, 2018 – At this year’s in-cosmetics in Amsterdam, from April 17 to 19, BASF focuses on the main purposes of personal care products which are taken up in BASF’s four “Personal Care Elements”: protect, cleanse, beautify and maintain. Based on these elements, BASF unveils attractive new solutions for healthy skin and hair serving the latest trends in the personal care market. “Today’s health-conscious and responsible-minded consumers yearn for cosmetic brands supporting their lifestyle, well-being and eco-conscience. The demand for sustainably sourced products helping to protect and beautify skin and hair increases steadily. With our profound expertise in claims, formulations and efficacy proofs as well as our biological knowledge, we support our customers to touch the consumers’ heartfelt needs,” said Dirk Mampe, Vice President Business Management Personal Care Solutions Europe. BASF shares booth E40 with its European distribution organization BTC Europe and showcases its latest solutions for applications in the personal care market such as trends, concepts, formulations

as well as a number of new products.

COSMOS booklet comprises 130 products and several formulations

The “back to nature” trend has a strong impact on the personal care market. The consumers’ increasing demand for natural cosmetics has become one of the industry’s most important drivers. BASF is the largest provider of raw materials that are approved for natural and organic cosmetic products under the COSMetic Organic Standard (COSMOS). COSMOS is one of the most important points of references for the cosmetic industry. BASF’s portfolio for cosmetic products includes 130 ingredients that have already been registered with COSMOS. Together with a broad selection of formulations complying with the COSMOS requirements for natural or organic cosmetic products, all approved ingredients are comprised in the latest edition of BASF’s COSMOS booklet. It contains rinse-off formulations for skin and hair as well as leave-on formulations for face and body. BASF’s “leaves index” indicates the eco-status of all ingredients used for the different formulations and provides a comprehensible and transparent overview for manufacturers who want to formulate their products according to the COSMOS requirements.

BASF’s Colors & Effects brand: celebrating individual beauty and diversity

In line with this year’s trends, BASF’s range of pigments at in-cosmetics celebrates individual beauty and diversity. Under the Colors & Effects brand, BASF will introduce the “Proud to be you” theme at the show, further demonstrating its commitment to support the mission of inclusion within the cosmetics industry. The range of innovative pigments for make-up and personal care products on display celebrate and enhance everyone’s individual beauty. The various shades and effects are all designed to bring out the best in everyone and anyone. The latest addition to the Flamenco® Summit family, Indigo, delivers best in class chroma and exceptional brilliance that creates a richer effect in the blue-violet color space. Featured in the “Proud to be regal” theme, Flamenco® Summit Indigo is a natural mica based interference pigment, sourced safely and responsibly from BASF’s wholly owned mine in Hartwell, Georgia, USA. Natural beauty from the inside is the main topic for “Proud to be radiant,” where the Colors & Effects brand will focus on skin-perfecting and radiance in both skin care and make-up. “Proud to be radiant” will showcase formulations with subtle but surprising effects with immediate action. The BASF Colors & Effects brand is also “Proud to be natural” where the focus lies on effect pigments for natural and organic cosmetics like COSMOS and NATRUE

and natural mica derived pigments. Rounding out the theme, “Proud to be unique” will feature dramatic make-up effects like metallic and high sparkle which gives everybody the opportunity to shine and stand out.

Innovation Zone Box: Youthfulness from inside the hair

The Innovation Zone (booth E60) invites visitors to explore new launches, allowing manufacturers to gain inspiration for their next product formulations. More than 100 products will be showcased, including BASF’s anti-aging active ingredient for hair, DN-Age®, which slows down the hair graying process and reduces hair loss by protecting hair follicle cells. The active ingredient acts on the scalp by preventing UV-induced DNA damage. DN-Age leads to greater hair density: 80 percent of the participants of a clinical study conducted by BASF perceived their hair to be stronger, fuller, and thicker.

BASF shares its formulation expertise in the Formulation Lab®

The Formulation Lab® offers R&D laboratory staff the opportunity to learn techniques first hand from personal care ingredient specialists during interactive training sessions in a fully equipped laboratory. BASF experts will guide the participants in how to formulate a shampoo with excellent foaming properties, outstanding mildness and distinct benefits in wet and dry conditioning. Although sulfate-containing surfactants are still the first choice for formulators when it comes to developing efficient and convenient cleansing products for body and hair, formulations with alternative surfactant systems are on the rise. During the session, BASF experts will help create a shampoo formulation based on mild surfactants and a natural conditioning polymer combined with a conditioning booster, a synergistic thickener and an APG® based pearlescent concentrate.

Formulation Lab			
Date & time	BASF Experts	Topic	Location
Tuesday, April 17, 9:30 – 10:30 a.m.	Werner Mauer, Hans-Martin Haake	Formulating alternative surfactant systems	Lab 1

BASF Palm Dialog: Discussing the industry’s progress

On the afternoon of April 18 (2:00 – 4:00 p.m.), BASF will host its third Palm Dialog (Presentation Room G109, Europe Foyer). During the panel discussion, BASF

experts will debate with brand producers and NGOs on the question of how to measure the industry's impact towards sustainable certified palm kernel oil. The following open dialog fosters the exchange between personal care ingredient suppliers, cosmetic manufacturers, retailers and NGOs about recent developments in the palm-based oleochemical industry. At the event, BASF will present for the second time its Palm Progress Report giving an update on its own progress towards responsible palm kernel oil.

Technical Seminars and Workshop: BASF introduces new solutions against environmental stress sources and presents findings on microbiome

BASF experts will share their knowledge and market insights during two technical seminars. One focuses on BASF's new galenic-based solution for skin care products. Pollution has a profound effect on skin health, is very heterogeneous and composed of different elements such as UV irradiation, gases, heavy metal contamination as well as particulate matter. BASF's new approach helps to reduce the adhesion of particulate matter, thereby creating a first line of defense to safeguard the skin against harmful effects caused by particulate pollutants. During the second seminar, BASF introduces the many advantages of its latest UV filter solution Tinosorb® S Lite Aqua. It is based on a unique water-encapsulating technology to bring broad-band UV protection to the water phase, resulting in boosted performance and increased formulation flexibility. In addition, BASF will participate in the workshop program on microbiome of the skin and offer a lecture on recent advances and new strategies to substantiate microbiota-related cosmetic claims.

Technical Seminars			
Date & time	BASF Experts	Topic	Location
Wednesday, April 18, 2:40 – 3:10 p.m.	Annette Mehling, Heidi Riedel	Approaches to safeguard the skin against particulate pollution	Theatre 2
Thursday, April 19, 10:10 – 10:40 a.m.	Stéphanie Acker	New UV filter solution for modern sun screens	Theatre 1
Workshop			
Tuesday, April 17, 4:30 – 4:55 p.m.	Boris Vogelgesang	Recent advances and new strategies to substantiate microbiota-related cosmetic claims	Workshop Room G102 - G103

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 online at www.care-chemicals.basf.com.

About the Colors & Effects brand

The Colors & Effects brand encompasses BASF's well-known expertise in colorants and effect pigments for the coatings, plastics, printing, cosmetics and agriculture markets. Fueled by entrepreneurial spirit, BASF's experts enable innovation and growth. For our customers and our company: We live colors. We boost effects. For more information about the Colors & Effects brand, visit www.colors-effects.basf.com.

About BTC Europe

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 more than 115,000 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 €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.