

Joint News Release

BASF and B2B Cosmetics become partners to enable individualized personal care products

Ludwigshafen, Germany – January 28, 2019 – BASF and B2B Cosmetics today announced an exclusive, long-term strategic partnership in the field of personalized personal care products, including a strategic investment into B2B Cosmetics by BASF.

The French company B2B Cosmetics will contribute a unique personalization system, marketed under the name Emuage technology. BASF will bring in expertise in personal care solutions.

Individualization of personal care products is a global key trend. To meet this growing need, a combination of interdisciplinary know-how is required. Together, BASF and B2B Cosmetics will build upon their respective expertise to offer this inventive technology to the market.

The Emuage technology allows users to create their own individualized personal care products by simply choosing capsules, placing them into the machine and receiving the final product – for example for hair, sun or skin care.

Recently, B2B Cosmetics received the “Innovation Award” at the trade show Consumer Electronics Show (CES) in Las Vegas for their Emuage technology for the second consecutive year.

“BASF is very proud to partner with B2B Cosmetics,” says Robert Parker, Head of New Business Development at Care Chemicals, BASF. “We will be collaborating with B2B Cosmetics to further leverage their unique technology in the coming months. We expect that the partnership enables us to support the industry with a new approach for individualized personal care products.”

“B2B Cosmetics will benefit from BASF’s experience and latest developments into personal care ingredients. This cooperation will allow us to establish and commercialize the technology and the device,” says Grégoire Tutenuit, CEO of B2B Cosmetics.

B2B Cosmetics and BASF aim to introduce the technology to the market in 2019 in a phased approach around the world.

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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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of more than €60 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.

About B2B Cosmetics

B2B Cosmetics was founded end of 2014 by two chemistry engineers, Julien Gros and Grégoire Tutenuit. The company has developed the Emuage technology, where its smart patented design allows to manufacture cosmetics directly into the final cosmetic bottle with integrated mixing capability, from ingredients contained in single-use capsules, therefore the machine stays perfectly clean to comply with strict hygiene standards with minimal effort. Visit www.e-muage.com.

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B2B Cosmetics

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