

# News Release

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## **BASF's EcoSun Pass: eco-friendly sun protection**

- **With EcoSun Pass, BASF is setting a new benchmark in environmental awareness**
- **The new methodology evaluates the environmental impact of UV filters**
- **Consumers want more eco-friendly sun protection products**

**Düsseldorf-Holthausen, Germany – June 4, 2019** – EcoSun Pass by BASF's Care Creations® is a new methodology especially developed for sun protection products – evaluating the environmental compatibility of UV filter systems in sunscreens. The methodology supports the transparent assessment of UV filters based on internationally recognized criteria and comprises eight different parameters, from biodegradation and aquatic toxicity to endocrine disruption potential. It not only considers environmental factors for individual UV filters, but provides a comprehensive environmental evaluation of filter systems; as such, it marks a further milestone for BASF on the road to a sustainable future.

The potential negative impacts sunscreens may have on the environment are increasingly being discussed and are subject of comprehensive research worldwide. Consumers are looking for sunscreens that offer an effective UV protection and at the same time are eco-friendly. "As the world's market leader in sun care ingredients, we want to support our customers in increasing the environmental compatibility of their products. On the basis of latest scientific findings, our EcoSun Pass enables us to advise formulators already during the development stage, which

UV filter combinations are best suited for their application – in the interest of both the consumer and the environment,” said Dr. Christian Cremer, Director Global Development & Technical Service UV Protection, Personal Care Solutions Europe.

More information on the EcoSun Pass:

<https://www.carecreations.basf.com/ecosun-pass>

#### **About the Care Chemicals division at BASF**

The BASF division Care Chemicals offers a broad range of ingredients for personal care, home care, industrial & institutional cleaning, and technical applications. We are a leading global 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. 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](http://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 122,000 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 around €63 billion in 2018. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).

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