

News Release

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BASF embraces personalization in cosmetics

- **New concept answers worldwide trend for personalized care products**
- **BASF designs customizable Face and Hair Care formulations**
- **Mixing and matching of boosters allows for countless combinations**

Düsseldorf-Holthausen, Germany – May 14, 2020 – More and more people consider beauty and care routines as a key to individualization and diversity. BASF is meeting the growing consumer expectation for cosmetic products that reflect the individual needs and nuances of their everyday world with a winning new concept for personalized cosmetics. “Individual expression is among the most important megatrends currently shaping the cosmetics industry on a global scale,” said Jason McAlpine, Vice President Business Management Personal Care Solutions Europe. “That’s a balancing act for cosmetic manufacturers because it means that their products need to be effective for many while responding to the distinct wishes and needs of the individual. With our ingredients and formulation expertise, we are able to help our customers meet this challenge.” BASF’s new concept is based upon diverse chassis formulations for Face and Hair Care that, when combined with high performance boosters, enable consumers to create their own tailor-made products in harmony with their personal needs.

Personalized cosmetics for every moment in life

Just as no two faces are the same, lifestyles differ, our preferences and needs change, and each of us is subject to different external factors. To meet this

challenge, BASF has designed four chassis formulations for Face Care that target different consumer groups according to age, and their preferences in texture and naturalness. Each formulation is provided with two recommended boosters, e.g. to soothe and rejuvenate the skin, to offer urban protection or to increase skin firmness, that can be used to personalize the final application based upon consumers' current needs. It is even possible to mix and match chassis formulations and boosters, resulting in countless combination possibilities. For Hair Care applications, BASF's new concept comprises two chassis conditioner formulations and four boosters that offer volume, brilliance, anti-pollution, and suppleness to the hair – the latter two boosters being formulated according to the COSMOS Standard for Natural Cosmetics.

The components should be mixed in the hand and directly be applied to face and hair.

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.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 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 €59 billion in 2019. 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.