

News Release

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BASF introduces Neutrol® MGDA, a readily biodegradable complexing agent for personal care applications

- **Highly stable over a wide pH range**
- **Eco-friendly and easy to formulate**

With Neutrol® MGDA, [BASF's Care Creations®](#) is launching a highly stable, eco-friendly complexing agent (also called: chelating agent) for personal care applications. It is readily biodegradable and stands out due to its excellent ecological and toxicological profile. Complexing agents are used in cosmetic products to form very stable complexes with metal ions, thereby inactivating their negative influences on the final formulation.

“During the production process, there are multiple ways metal ions can be introduced to formulations and affect their properties, such as durability. Therefore, complexing agents are essential for creating stable cosmetic products,” states Dr. Hans-Martin Haake, Head of Market Development Hair, Body and Oral Care at BASF Personal Care Europe. “Neutrol MGDA is the perfect solution for manufacturers of cosmetic products looking for an eco-friendly alternative to poorly degradable complexing agents.”

Highly stable over a wide pH range

By forming water-soluble complexes with polyvalent metal ions (e.g. iron, manganese, copper) over a wide pH range, Neutrol MGDA binds metal ions very efficiently. Due to its high temperature stability, Neutrol MGDA can be added at any

step in the manufacturing process for cosmetic products.

Neutrol MGDA is suitable for various fields of application: from shower gels and liquid soaps to shampoos, styling products, baby cleansing products, skin creams and toothpastes. It is cold processable, easy to formulate and contains no preservatives. Due to its sustainability benefits, it meets the requirements of the Nordic Ecolabel.

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.