

# News Release

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## **“Fair For Life”: BASF’s active ingredient Lipofructyl™ Argan re-awarded Fair Trade label by Ecocert**

- **Moisturizing oil certified for fourth time in a row**
- **FFL certification considers socially responsible and environmentally friendly sourcing and production practices**
- **Since 2005, BASF’s Argan Program has promoted ethical sourcing and a sustainable supply chain for argan oil**

**Pulnoy, France – December 8, 2020** – For the fourth time in a row, BASF Beauty Care Solutions has been awarded the “Fair For Life” (FFL) label by Ecocert for its active ingredient Lipofructyl™ Argan. Under this Fair Trade standard, the organic certification organization evaluates the social, environmental and local impact of supply chains. Derived from the hand-picked fruit of the argan tree, the moisturizing oil Lipofructyl™ Argan is part of BASF’s sustainable Argan Program, which was established in 2005. The original aim of the program was to study the argan tree and valorizes the oil and its byproducts while diversifying the revenue of the cooperatives and fostering preservation of argan forests by local populations.

“Conscious consumerism and ethical beauty are key drivers for the Personal Care industry. People are increasingly looking for products that are as good for them as they are for the planet and its residents,” said Amandine Peguin, raw material sourcing manager at BASF Beauty Care Solutions. “We are very pleased that we can facilitate this important development with our Argan program. The renewed certification by Ecocert for our active ingredient is a recognition of our efforts.”

## **A social and sustainable success story for 15 years**

Back in 2005, BASF teamed up with Targanine, a network of six oil processing cooperatives from the region of Agadir in southern Morocco. This marked the beginning of BASF's Argan Program. More than 1,000 women from rural communities now are involved in Targanine's argan oil production efforts – a six-fold increase since the start. The cooperative markets several products, including byproducts, botanical and essential oils, and bee products. BASF purchases the oil and its byproducts under Fair Trade conditions, with 50 percent of the price paid for the pulp allocated to social funds within the cooperatives. The money is used on schemes such as literacy programs and health-related initiatives.

Lipofructyl™ Argan is one of three ingredients derived from BASF's Argan Program. Besides the Fair Trade certified argan oil, other parts of the argan tree – previously non-valORIZED for cosmetic applications – have been used to develop new active substances, including an anti-aging extract from the leaves of the argan tree (Arganyl™), and an anti-aging active ingredient based on argan pulp (Argassential™). Argan oil, pulp and leaves are certified organic.

### **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 detergent and cleaner 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. 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](http://www.basf.com).