

# News Release

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## **BASF's Care Creations® opens first Baby Care Competence Center in Turkey**

- **Focus on sustainable and effective solutions for baby care products**
- **The center addresses the regional needs of customers in Turkey and the Middle East as well as global trends**

**Istanbul, Turkey – July 4th, 2022** – BASF's Care Creations® opened its Baby Care Competence Center in June 2022. Customers can witness the development of innovative formulas and performance tests in line with the needs of BASF customers.

The Baby Care Competence Center is integrated into BASF's Innovation Center Turkey and develops sustainable, effective solutions with special ingredients for a wide range of products for baby care including shampoos, wash gels, baby oils, creams, lotions, nappy creams, and wet wipes. Located in Turkey, the aim is to meet the changing needs of the rapidly growing baby care market in the region and beyond.

The Baby Care Competence Center provides support to business partners – not only with its formulations expertise, but also with progressive raw material solutions and differentiating product concepts. Formulations prepared and solutions developed there will also be used by other BASF customers in many different parts of the world, thus shaping the global baby care market.

## **Celebrating innovative solutions from Turkey for the baby care market**

On June 17th, 2022, customers in the baby care market and BASF's distributors in Turkey and the Middle East attended the opening of BASF's Care Creations® Baby Care Competence Center. The event was hosted by Jason McAlpine, Vice President Business Management, BASF Personal Care Solutions Europe, Tolga Demiröz, Managing Director of BASF Turkey, Mübahat Akın, Head of Innovation Center Turkey and Market Development Emerging Europe, as well as Sema Keskin Altınoluk, Head of Regional Personal Care Turkey, Azerbaijan and Middle East at BASF.

The opening ceremony for the Baby Care Competence Center was a great opportunity to meet in person and focus on the partnerships in this region. "The Baby Care Competence Center, as part of the Innovation Center Turkey, will inspire innovative collaboration with our customers and will be very effective for developing new market solutions all over the world," states Jason McAlpine.

Sema Keskin Altınoluk adds: "I am excited about the upcoming collaborations with BASF customers in the baby care field. We consider it a pleasure to expand our know-how and experience in the personal care market with our Baby Care Competence Center as a symbol of innovation."

## **Innovation Center Turkey started operations in 2020**

Providing products and solutions to many industrial sectors in Turkey, BASF Turkey launched the Innovation Center in 2020 based on its longstanding commitment to innovation. The Innovation Center Turkey develops qualified solutions in the fields of Nutrition, Home Care and Industrial Cleaning, Personal Care, Construction, and Industrial Coatings, Automotive Refinish, Engineering Plastics and Polyurethane, and Seed Solutions.

The Innovation Center Turkey includes open office areas, application labs and the Innovation Room where innovative BASF products are displayed for visitors. Trainings and workshops are also held there. The 3,500-square meter building has eco-friendly features due to its design and construction in line with the green building criteria. The campus has been awarded the LEED (Leadership in Energy and Environmental Design) GOLD certificate.

**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. Around 111.000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €78.6 billion in 2021. 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).