

# News Release

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## **BASF launches Euperlan® NL Pearl, the first COSMOS compliant, wax-based pearlizer made for rinse-off applications**

- **A concentrated blend of naturally derived ingredients that gives a pearlescent finish to formulated products**
- **Approved by COSMOS for natural cosmetics, readily biodegradable and suitable for EO-free and sulfate surfactant-free solutions**
- **Recommended for certified natural cleansing concepts**

**Düsseldorf, Germany – December 1, 2022** – Natural-based care products meet a rapidly growing demand for environmental consciousness in consumers' everyday life. With the launch of Euperlan® NL Pearl, BASF's personal care business offers the first wax-based COSMOS compliant pearlizer for personal care products combining excellent performance with sustainable benefits.

Euperlan NL Pearl is composed of the naturally derived ingredients hydrogenated vegetable oil, cocamidopropyl betaine and glycerol oleate. It offers a high-performance alternative to non-COSMOS approved ingredients and allows to address consumers' demand for opacifying and pearlizing effects without using pigments. Euperlan NL Pearl shows outstanding attributes in hair care applications, especially on wet and dry combing tests, anti-hair breakage measurements and suppleness tests.

This new pearlizer is readily biodegradable and suitable for EO and sulfate surfactant-free solutions. It is easy to formulate and cold processable. Formulations for shampoos, body wash and shower gel developed with Euperlan NL Pearl allow

a natural origin content up to 99% according to ISO 16128 and conformity with COSMOS standards for natural cosmetics.

“The number of consumers interested in certified natural cosmetic products is increasing. With Euperlan NL Pearl, we enable producers of shampoos and body wash products to develop formulations with outstanding performances and attractive sensory properties,” says Nadine Le Bris, Market Development Hair/Body/Oral Care at BASF.

BASF’s personal care business continues to expand its eco-friendly product range by offering sustainable alternatives. Euperlan NL Pearl gives the opportunity to display pearly effects in formulated products across a broad spectrum. From skin rinse, baby and face cleansing, to liquid soap, shampoo, shower and bath products and is part of the next generation of hair and body ingredients.

Euperlan NL Pearl is just one recent example of how BASF’s Care Chemicals Division is addressing future challenges. Sustainability, digitalization, innovation and new approaches to working together are the key cornerstones to [Care 360° – Solutions for Sustainable Life](#).

#### **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).