

# News Release

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## SEPAWA 2023: BASF launches new solutions from its innovation pipeline to meet current customer and market trends

- **BASF strengthens its enzyme technology for detergents and cleaners with the launch of a new enzymes' generation from its Lavergy® portfolio**
- **Biodegradable polymer Sokalan® Ecopure C enables high-performing and sustainable solutions for all automatic dishwashing formats**
- **BASF expands its polyglyceryl fatty acid ester technology with new O/W emulsifier Emulgade® Verde 10 MS**
- **Digital advances bring sustainability transparency to the personal care industry**

**Ludwigshafen, October 25, 2023** – At the SEPAWA Congress in Berlin from October 25 to 27, BASF will present the company's latest solutions for the home care and industrial & institutional (I&I) cleaning and personal care markets. These offers are part of BASF's Care Chemicals Initiative [Care 360° – Solutions for Sustainable Life](#), the division's cross-business and holistic approach to cover all topics impacting the future of key markets and industries: sustainability, digitalization, innovation, and new approaches to working together. BASF shares booths 137-139, 154-155, 142 and 151-152 with its European sales organization, BTC Europe.

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## **Lavergy® M Ace 100 L: New mannanase for a powerful and sustainable laundry performance**

Enzymes are essential components of modern detergent formulations, helping to fix life's little mishaps and lift stubborn stains in home and commercial laundry applications, effectively and sustainably. With the latest expansion of its enzyme portfolio, BASF is raising the bar as an innovation leader and provider of key ingredients for the home care and I&I industry. The launch of **Lavergy® M Ace 100 L**, BASF's new mannanase, makes short work of stubborn stains in cold and short wash cycles. Lavergy® M Ace 100 L does an excellent job tackling stains from guar gum and locust bean gum, agents commonly used to thicken and stabilize processed food products such as salad dressings, sauces, soups, ice cream and desserts. Cold washing uses less energy, cutting fuel bills and carbon footprint – a win-win for the planet and the pocket. Combining mannanase with other **Lavergy®** enzymes and further high performing BASF portfolio products will boost your detergent performance and get clothes clean even under challenging conditions.

## **New biodegradable polymer Sokalan® Ecopure C supports multiple automatic dishwashing detergent formats**

Consumers want to contribute to a cleaner environment – but without changing their preferred routine or compromising on excellent cleaning results. With an innovative BASF solution, consumers can continue using their usual automatic dishwashing detergent format – powder, liquid, capsules, or tablets – while improving their sustainable footprint. By combining the power of the new readily biodegradable polymer **Sokalan® Ecopure C** and the sustainable complexing agent **Trilon® M**, even the toughest stains on glassware, dishes, and cutlery are effortlessly cleaned, all while being gentle on the environment.

## **Moving towards a more sustainable future**

Responding to growing customer demand for change, BASF's Personal Care businesses is developing further sustainable additions to its broad portfolio. "The Personal Care unit is particularly focused on driving sustainable innovations due to its proximity to the end consumer," said Dr Becky Stiles, Head of Applied Sustainability, EU & APAC, Care Chemicals, BASF. "I'm pleased that we're taking

responsibility and offering our customers opportunities to increase transparency and sustainability in their value chains.”

### **A new O/W emulsifier for natural personal care formulations**

The majority of consumers are looking for a more conscious approach to consumer goods, which also has a positive impact on their own contentment. They are interested in natural products that improve their emotional well-being and skin health.

With the launch of [Emulgade® Verde 10 MS](#), BASF is expanding its polyglyceryl fatty acid ester technology for natural formulations and supporting current market developments. The new versatile O/W emulsifier offers sustainability benefits and proven high performance. Emulgade Verde 10 MS is readily biodegradable and based on 100% renewable feedstocks. This COSMOS approved ingredient is preservative free and manufactured using an environmentally friendly solvent-free process.

It is a robust and flexible emulsifier that provides good stability in O/W creams and lotions, and shows excellent compatibility with commonly used cosmetic ingredients, including both synthetic and biopolymers. Emulgade Verde 10 MS is suitable for a wide range of cosmetic formulations, providing shear thinning behavior and supporting easy distribution on the skin. Dermatological tests show that it is suitable for sensitive skin. Furthermore, this O/W emulsifier can be used for microbiome-friendly concepts.

### **Transparency on sustainability through digital progress**

Even today, formulators face the challenge of adapting traditional ingredients to increasing market demands for more sustainable alternatives. There are rarely one-to-one replacements, but instead, formulations need to be rethought and rebuilt.

With the [Product Carbon Footprints \(PCF\)](#) of BASF's personal care portfolio integrated into the digital service D'Lite, customers are able to gain insights into the total greenhouse gas emissions generated by the products they purchase from BASF. The company uses a proprietary digital solution to calculate cradle-to-gate PCF to meet growing customer needs for more environmental impact transparency. Cradle-to-gate is defined as the assessment of a partial carbon footprint from

resource extraction (cradle) to BASF's factory gate (gate). BASF's PCF calculations are based on greenhouse gas emissions from its own plants as well as high-quality average data for purchased raw materials and purchased energy using a methodology in line with the relevant international standard ISO 14067:2018.

In addition, D'lite presents further sustainability aspects relevant to customers. The product information relating to sustainability labels provides customers with the transparency they need to design their formulations in line with the label from the outset. The digital service reports on a variety of certifications, including EU Ecolabel, COSMOS and NATRUE. This service is constantly being expanded and adapted to the latest sustainability developments in the market.

With [D'lite](#), BASF offers the possibility of simplifying this work in the laboratory and at the same time saving considerable time when repositioning in the market. The digital service is constantly being developed and supplemented with new components that enable formulators to efficiently develop sustainable products.

### Exchanging expertise

BASF experts have prepared lectures contributing to the 'Forum for Innovations', the 'European Detergents Conference' and the 'Scientific Conference':

Wednesday, October 25, 2023			
Time	Speaker	Topic	Location
9.05 – 9.30 a.m.	Volker Wendel	Focus Area of the DGK Working Group Sensory and Examples of New Findings	Room 15
10.15 – 10.30 a.m.	Jesper Duus Nielsen, Maria De Moragas De Torres	Unleash the Power of Liquid Laundry: Erasing Complex Food Stains Effortlessly	Room 12+13
10.45 – 11.05 a.m.	Andreas Künkel	Fundamental Understanding of Polymers' Biodegradation	Room Auditorium
12.15 – 12.30 p.m.	Özgecan Özeren	Sokalan® Ecopure C: Shaping the Sustainable Future of ADW	Room 12+13
3.00 – 3.30 p.m.	Antoine Beziau	Extending the Lifetime of Fabrics by Using Color Care Detergents Containing Dye Transfer Inhibitors	Room 12+13

3.00 – 3.30 p.m.	Torsten Clarius	Lactobacillus crispatus: First Live Bacteria Culture for the Care of Mature Skin	Room 15
4.15 – 4.45 p.m.	Bianca Seelig	Product Carbon Footprint for Personal Care Ingredients	Room 9
5.00 – 5.15 p.m.	Sandip Bhattacharya	Uncover High Performing Sustainable Surfactant Solutions Using Modelling and Simulation Based Digital Services	Room 10 + 11
<b>Thursday, October 26, 2023</b>			
<b>Time</b>	<b>Speaker</b>	<b>Topic</b>	<b>Location</b>
10.45 – 11.15 a.m.	Annette Mehling	The Road Less Travelled – Galenics for a Healthy Skin Microbiome	Room 15
12.00 – 12.30 p.m.	Myriam Sohn	Photostability of Triazine-based UV Filters	Room 15
<b>Friday, October 27, 2023</b>			
<b>Time</b>	<b>Speaker</b>	<b>Topic</b>	<b>Location</b>
11.00 – 11.15 a.m.	Sonja Fischer	Deep Clean: A High-Performance Detergent Formulation by BASF for Sustainable and Brilliant Washing Results	Room 12+13

### **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. More than 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 €87.3 billion in 2022. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).

**About BTC Europe**

BTC Europe belongs to the world's leading chemical group, BASF – We create chemistry. BTC Europe GmbH is BASF's European sales organization for specialty chemicals. Our strengths lie in our knowledge of the industry, based on many years of experience, and our proximity to our customers. With its 11 regional offices and more than 500 employees in Europe, BTC supplies small and medium-sized customers from a wide variety of industries with about 6,000 products. BTC is headquartered in Monheim am Rhein. Further information on BTC is available on the internet at [www.btc-europe.com](http://www.btc-europe.com).