I CARE

#Sub-Zero

#subzerowaste #shampoobar #Cleanse&Care
#Awaredmildness #Responsiblebeauty
#Easyuse&Easybring

Asia Pacific | 2019

BASF We create chemistry | Care Creations™

I CARE #Sub-Zero #shampoobar

Bar Code	CARE-the benefit	Natural Ingredients Inside
Freshness Goddess HB-CN-19-IG042 501	Refreshes and "carbon-hydrates" - ocean mystery disclosure	*Seamollient™: Derived naturally from carrageenans found in red seaweed, enabling a smooth and creamy skinfeel.. Carbohydrates, protein and minerals to replenish and nourish the skin and scalp and end-to end sustainability positioning.
Joy & Brilliance HB-CN-19-IG042 502	Protects hair and skin/scalp, sunflower empowered	*Sphingoceryl™ VEG LS 9948: vegetal alternatives to ceramides, consisting of sunflower alpha-hydroxyceramides.Thanks to its strong lipo-structuring efficacy, it is recommended for the use in anti-aging preparations, protecting and repairing skin care products in day, night as well as for hair care products.
Zen&Passion HB-CN-19-IG042 503	Energy harmonized in a "treasure" from Far East traditional medicine, revitalizes skin and scalp with superfruit berries	*SqisandryI™ LS 9905: is a plant extract from *Schisandra Chinensis* fruit.Its properties exclusively focus on the DEJ(Dermoepidermal Junction): helps reinforce the stability of DEJ via stimulation of Colagen-17 and ladinin-1 synthesis. Strengthening thedynamic cohesion between the dermis and the epidermis. Clinically proven to increase the skin resilience, elasticity and firmness.

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Into the Wild HB-CN-19-IG042 504	Nourishes hair, and helps to moisturize and soothe skin and scalp with "Wild Mango"	*Irwinol™ LS 9890: is wax of the "Wild Mango" and improves hair volume, brightness and combability specifically on damaged hair (perm, coloration) better than Shea butter. Irwinol™ has better moisturizing and softening efficacy on skin and scalp than Shea butter. Soothes dry and sensitive skin/scalp.
White wit HB-CN-19-IG042 506	Protects and purifies skin and scalp with moringa magic while providing protein to hair from sweet almond	*Gluadin®Almond: proteins from a delicate plant known for its beneficial effects *Purisoft™ POE LS 9726 is an anti-pollution peptide from Moringa oleifera seeds that is clinically proven to protect skin and scalp from pollution and purify it.
Hydracient HB-CN-19-IG042 505	Moisturizes and hydrates skin and scalp from Baobab - a genuine water reservoir; Perceivable softness and suppleness from Africa "nature wisdom"	*Dansonyl™ LS 9715: Baobab leaves extract and the Baobab is a genuine water reservoir. Moisturizing protective film forming on the skin, producing perceivable softness, suppleness, velvety smoothness and later firmness.

I CARE – about me, you, and my world

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A Awared Mildness

R Responsible Beauty

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