

News Release

BASF highlights simplified and personalized beauty with its North American spring 2020 launches

FLORHAM PARK, NJ, May 28, 2020 – BASF has launched new personal care ingredients and concepts under the theme “YOUR BEAUTY: Simplified, Inclusive, Personalized.” These include a textured hair concept, a new scalp microbiome ingredient and a concept of formulations comprised of multifunctional ingredients to simplify beauty routines.

“Skincare and hair care have shifted towards targeting the individual as well as specific beauty needs. One size does not fit all,” said Farheen Qadir, Business Director, BASF Personal Care Solutions, North America. “Another growing trend we are seeing is simplified skin care routines and the rise of multifunctional products that save time and keep ingredient lists shorter. Our new products meet these exact needs.”

New spring 2020 launches from the BASF Care Creations® personal care portfolio include the following:

- **Exclusively HerCare**: hair care formulations developed by BASF to fulfill consumer needs for specialized products for textured hair.

An estimated 65 percent of the U.S. population has curly, coily or wavy hair, with a growing percentage of textured-hair women embracing their natural hair, according to the 2018 TextureTrends Report from [NaturallyCurly](#). The report states that consumers are looking for retail and online outlets that carry a selection of hair care products tailored to their individual texture. BASF adapted straight-hair test

methods, namely wet combing, to support claims substantiation specific to textured hair care product ingredients and developed five formulations for textured hair, including two masks, a conditioner, a gel styler and hair butter.

- **Scalposine**[™]: a new active that helps detox or “reset” the scalp’s microbiome.

According to market research firm Mintel, 24 percent of U.S. adults have an itchy scalp and this concern affects men and women to a similar degree. Hair product deposits, dust and environmental pollution affect the scalp’s microbiome and lead to hair and scalp problems such as oiliness, flaking and itching. BASF clinical studies show that Scalposine helps soothe and purify the scalp by decreasing the production of sebum and replenishing beneficial microbiota.

- **Flexible Formulas**: eight new chassis formulations that are naturally derived, economically priced and boast simple ingredient lists that enable easy customization to help meet fast launch timelines.

Simplified skincare routines is a trend that increased in early 2020, according to [Mintel](#). Additionally, fifty percent of facial skincare product users in the U.S. typically use products formulated for sensitive skin, according to a [report by NPD Group](#). Consumers with sensitive skin tend to look for products with simple ingredient lists, so that any irritating ingredients can be easily identified. The key to effective and simple formulations lies in multifunctional ingredients and gentle, natural surfactants.

- **Hydrasensyl**[®] **Glucan Green**: one of the ingredients included in the Flexible Formulas concept, it is a purified solution of a native Beta-Glucan, merging the benefits of hyaluronic acid and collagen.

BASF clinical studies show that Hydrasensyl Glucan Green contributes to short-term, long-term and sustained skin hydration and smoothness, while helping reduce the appearance of redness.

For more information on the new products and other personal care innovations from the BASF Care Creations portfolio in North America please visit www.CareCreations.basf.us.

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 globally leading supplier for the cosmetics industry as well as the detergents and cleaning 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, UV filters and enzymes. 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.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 18,800 employees in North America and had sales of \$18.4 billion in 2019. For more information about BASF's North American operations, visit www.basf.com/us.

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The 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 more than €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.