



We create chemistry

News Release

BASF puts inclusive beauty center-stage at 2022 New York Suppliers' Day

- Under the theme 'Human. Nature' BASF's Care Creations unveils state-of-the-art concepts, formulations and ingredients.
- New products demonstrate strong commitment to inclusion and sustainability.

FLORHAM PARK, NJ, May 2, 2022 – BASF Care Creations® will introduce new inclusive and sustainable solutions for the personal care industry at the 2022 New York Society of Cosmetic Chemists (NYSCC) Suppliers' Day starting May 3rd at the Javits Center in New York City.

“At BASF, we believe inclusive beauty is more than a trend—it’s a business imperative,” said Nader Mahmoud, Vice President, Personal Care Solutions, North America at BASF. “Consumers want products that celebrate their differences while caring for the planet. Our solutions will bring greater inclusivity to the skin care, hair care and sun protection markets while meeting the market demand for high-performing sustainable products.”

BASF Care Creations will exhibit at **booth 501** under the theme “Human. Nature” featuring the below products:

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Passport to Textured Hair Ingredients and Solutions: BASF unveils the latest chapter of the [textured hair journey](#) with new data on hair care portfolio ingredients. Data supports textured hair consumer needs for conditioning, repair and styling, as well as new claims including detangling, strengthening and frizz management.

Z-COTE® Sheer, the newest addition to the Z-COTE portfolio of Zinc Oxide UV filters: BASF presents Z-COTE Sheer, a high-performing, naturally derived dispersion that provides ease of formulating and meets consumer standards for sensory perception. Its best-in-class transparency is demonstrated with sensory panel data on Fitzpatrick skin types I-V.

Hyperpigmentation in melanated skin: BASF introduces its 87% natural *Saxifraga Sarmientosa* extract that helps return skin to the look of its original natural color and overall homogenous tone. Backed by clinical studies, it delivers impressive results on the appearance of age-related and acne-related hyperpigmentation in melanated skin.

ComfortBD™, enrobe skin in comfort with CBD: BASF offers the extensively researched, tested and effective CBD solution that helps mattify and soothe the appearance of red, irritated skin.

BASF's presence at 2022 New York Suppliers' Day demonstrates continued commitment to inclusive beauty and developing products that celebrate the differences of all people while caring for the environment. More information is available at Booth 501 and https://carecreations.basf.us/ny_suppliers_day2022

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 detergent and cleaner 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.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 16,700 employees in North America and had sales of \$25.9 billion in 2021. 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. 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.