News Release

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Pigment experts from BASF to share new technology findings and new claims substantiation research at upcoming Technology Showcase in New York City

- Deep-dive into technology finds new enhanced features of multi-layer coatings for cosmetic effect pigments marketed under Colors & Effects® brand

- Claims substantiation research finds new uses of effect pigments for color adjustment in cosmetics and personal care products

NEW YORK, NY, December 4, 2018 – At this year’s New York Society of Cosmetic Chemists (NYSCC) event, cosmetic chemists will see new effect pigments with bold, metallic properties in addition to new claims substantiation data for color adjusting in skincare. Recent scientific research from BASF Colors and Effects helps differentiate this next-generation technology for formulators, whether the need is for increased color vibrancy or novel color adjustment effects.

Chemists developing BASF’s Colors & Effects pigment portfolio, James Newhouse and Stephanie Biagini, found that metallic effect pigments with an innovative multilayer technology provide brilliant coloristic properties compared to their corresponding single-layer effect pigments. These metallic effect pigments offer bold and vibrant properties, which cosmetics consumers have recently gravitated toward.

As it relates to claims substantiation using effect pigments for color adjustment,
Stephanie Biagini and David Funk, BASF Colors and Effects chemists, found that interference effect pigments can modify the appearance of certain colors on the skin, such as redness and dark undereye circles. Due to their angle-dependent nature and transparency, interference effect pigments can modulate color for certain skin tones, thereby helping consumers achieve the appearance of a more even skin tone.

The scientific experts will share their work with the technical community during the 72nd Annual Scientific Meeting and Technology Showcase, held December 11-12 at the Times Square Sheraton in New York, NY.

For more information about BASF Colors & Effects, visit www.colors-effects.basf.com.

About the Colors & Effects brand
The Colors & Effects brand encompasses BASF’s well-known expertise in colorants and effect pigments for the coatings, plastics, printing, cosmetics and agriculture markets. Fueled by entrepreneurial spirit, BASF’s experts enable innovation and growth. For our customers and our company: We live colors. We boost effects. For more information about the Colors & Effects brand, visit www.colors-effects.basf.com.

About BASF
At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 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 four segments: Chemicals, Performance Products, Functional Materials & Solutions and Agricultural Solutions. BASF generated sales of more than €60 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.