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News Release

May 3, 2019

Momentum is strong for BASF Colors & Effects' newest Cosmetics pigment, Chione™ Electric Fuchsia SF90D, headed into New York Suppliers' Day

- **Chione™ Electric Fuchsia SF90D is a finalist for one of CEW's 2019 Beauty Award; winner announced during New York Suppliers' Day**
- **Visit Colors & Effects at Booth #133 during New York Suppliers' Day to learn more about this new product**
- **Chione™ Electric Fuchsia won the 2019 Beauty Industry Award for Best Color Cosmetics Ingredient during inCosmetics Global**

Southfield, MI, May 3, 2019 — BASF Colors & Effects will showcase its newest award-winning product, Chione™ Electric Fuchsia SF90D, at the upcoming New York Suppliers' Day event, held May 7 – 8, at the Javits Convention Center in New York City.

Launching earlier this month, Chione™ Electric Fuchsia SF90D is making its presence in the market known. The new pigment, an intense metallic-like effect pigment that revives the spirit of pink, won a 2019 Beauty Industry Award in the category of “Best Color Cosmetics Ingredient” during the inCosmetics Global tradeshow in Paris, France. The recognition was awarded by a team of distinguished journalists from William Reed’s CosmeticsDesign brand, the leading digital news publication for the cosmetics and personal care industry.

Chione™ Electric Fuchsia SF90D continues to impress; the pigment has been selected as a finalist for the 2019 Cosmetic Executive Women (CEW) award in the category of “Supplier’s Award: Ingredients and Formulation.” The winner will be announced on May

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7 during the New York Society of Cosmetic Chemists Awards Night.

Visitors of New York Suppliers' Day can learn more about Chione™ Electric Fuchsia SF90D's brilliant properties and unique attributes by visiting Colors & Effects at Booth #133 and by attending a short presentation where members of the Colors & Effects Research and Development team will provide a technical overview of the product. This presentation takes place May 7 from 11:50am – 12:10pm at the Javits Convention Center's Innovation Theater, located in Hall 1D on the show floor.

For more information about Chione™ Electric Fuchsia SF90D, visit the Colors & Effects pigment finder using this link: <https://www.cosmetics-pigment-finder.bASF.com/p/688/chione-electric-fuchsia-sf90d>.

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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care 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.