

# News Release

## **BASF develops Enameguard, a naturally derived oral care product that supports and restores the mouth's mineral balance**

- **Supports the buffering effects of saliva and aids in the natural remineralization of tooth enamel**
- **Restores the mouth's natural balance, which is disrupted by eating or drinking foods and beverages that are sweet, sour, or acidic**

FLORHAM PARK, NJ, March 8, 2022 – BASF has developed a naturally derived hydrolyzed wheat protein product, Enameguard™, which supports the buffering effects of saliva and aids in the natural remineralization of tooth enamel. The latest innovation from BASF's Care Creations® makes it easy to formulate into a variety of oral care products, including mouthwash and toothpaste.

Acid challenges coming from the daily consumption of acidic foods and beverages disrupt the buffering capability and mineral balance of saliva, which can lead to enamel softening and erosion. When the mouth's natural balance is thrown off, oral care products containing Enameguard can help restore the natural balance. It binds to the surface of enamel and interacts with the surrounding calcium and phosphate ions found in saliva. BASF scientists demonstrated the enamel-binding capability and calcium interaction of Enameguard in repeated studies. Other, similar technologies on the market are water-sensitive, but Enameguard is highly water-soluble.

“After years of research, we are excited to bring Enameguard to the market,” says Nader Mahmoud, BASF’s Vice President of Business Management for Personal Care North America. “Enameguard is an excellent example of BASF’s ongoing commitment to innovation and sustainability to meet the demands of our customers and the end consumer in the oral care space.”

Enameguard is 100% derived from natural and renewable feedstocks. It is cold processable and suitable for formulations according to EU Ecolabel, Nordic Swan Ecolabel and Bra Miljövalln addition, Enameguard is produced via an enzymatic process and is non-GMO.

Enameguard is the most recent addition to BASF’s oral care portfolio, which includes surfactants, solubilizers, emulsifiers, rheology modifiers, actives and tablet binders. With this launch, BASF is expanding its offering of innovative, sustainable and formulation-friendly ingredients found in the Care Creations portfolio.

#### **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](http://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](http://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](http://www.basf.com).