

# News Release

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**During this year's Beauty Days BASF launches Plantapon® Soy, a bio-based surfactant made from soy protein for mild rinse-off applications**

- Protein derivative from non-GMO soybean made from renewable resources and coconut oil
- COSMOS-approved, vegan and readily biodegradable
- Recommended for natural and very mild skin and hair cleansing products

**Düsseldorf, Germany – March 31st, 2021** – Consumer demand for natural cosmetics is growing rapidly, being one of the personal care industry's most important drivers. To support customers answering this consumer trend, BASF's Care Creations® has developed Plantapon® Soy, a bio-based anionic surfactant derived from soy protein that offers many sustainability benefits. While being made from non-GMO soybean sourced from Europe and coconut oil, it is suitable for both vegan formulations and natural cosmetic standards e.g., COSMOS. Plantapon Soy is of 100 percent natural origin and therefore perfectly fits the requirements of the ISO 16128 standard. In addition, Plantapon Soy is suitable for formulations that are labeled "cruelty free."

## **Sustainable alternative to traditional anionic surfactants**

"Eco-conscious consumers want to know the ingredients found in their cosmetic products, their origin and how they might affect the environment. With Plantapon Soy, we support our customers to meet consumer expectation with maximum transparency and many important sustainability criteria. The product offers a great

alternative to traditional anionic surfactants,” says Karine Kross Maita, Senior Marketing Manager Hair, Body and Oral Care at BASF Personal Care Europe.

Due to its mildness which has been proven in eye irritation and patch tests, Plantapon Soy is an ideal choice for various fields of rinse-off applications: from shampoo and body wash to liquid soap and baby cleansing products. Furthermore, it is suitable as an alternative to surfactants containing sulfate or ethylene oxide derivatives.

### **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 detergents and cleaners 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**

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).