

BASF's Personal Care business



Company Profile

BASF offers one of the most comprehensive ingredients portfolios in the personal care industry. We provide the resources of a global industry leader along with the consumer insights and innovative drive our customers expect. Our high quality product range includes surfactants, emulsifiers, polymers, emollients, cosmetic active ingredients, UV filters, thickeners, protein products and lipid layer enhancers. With production and development sites as well as sales and marketing offices all over the world, we offer our customers the winning combination of global reach, technological excellence and formulation expertise. Our focus on consumer trends, specific industry requirements and ability to innovate and bring new products rapidly to the market contribute strongly to the success of our customers – and make BASF a valued partner for the personal care industry.

Market Segments

Oral Care, Styling, Shampoo & Conditioning, Color Care, Face Care, Sun Care, Hair Coloring, Skin Rinse-off, AP/Deo, Body Care

Product Groups

Actives, Cationic Products & Conditioners, Lipid Layer Enhancers, Opacifiers, Pearl Shine Concentrates, Waxes, Performance Wax Dispersions, Protein Products, Thickeners, Chelating Agents, UV Light Stabilizers, Excited State Quenchers, Humectants/Hydrotropes, Emulsifiers and Cream Bases, Solubilizers, Polymers, Solvents, Emollients, Surfactants, Neutralizers, Hair Dyes, Pearlizing and Consistency Waxes

Applications

Coloring, Conditioning, Shampoo, Styling, Baby Care and Cleansing, Body/Hand Care, Liquid Soap, Shower/Bath Products, Face Care, Face Cleansing, Color Care, After Sun, Self-Tanning, Sun Protection, Antiperspirants/Deodorants, Wet Wipes, Toothpaste/Mouthwash

Contact

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