

150 years



# News Release

## **BASF Care Creations presents 'Inspired by Life' at the 2015 NYSCC Suppliers Day Show**

### ■ **Exhibit will launch seven new personal care ingredients**

FLORHAM PARK, N.J., May 7, 2015 – BASF will present its diverse range of personal care and cosmetic ingredients at the 2015 New York Society of Cosmetic Chemists (NYSCC) Suppliers' Day on May 12-13 at the New Jersey Convention and Exposition center in Edison, New Jersey. Visitors to booth #431 will experience the Care Creations theme of 'Inspired by Life' and be introduced to seven new personal care ingredients.

"BASF is celebrating its 150th year of creating chemistry that enhances the quality of life around the globe," said Katherine Burnett, Head of Marketing, Personal Care North America. "Our goal at NYSCC is to showcase our new products inspired by the lives of consumers and the needs of our customers."

BASF Care Creations™ will feature the 'Inspired by Life' theme and The Future of Beauty: Trends 2017 program with new formulations and seven new personal care ingredients:

**Emulgade® Sucro Plus** – BASF's completely natural-based emulsifier that has been approved by COSMOS, ECOCERT and NPA. In addition to good emulsifying properties and a high electrolyte tolerance, the product demonstrates distinct sensory benefits and performance in finished formulations.

**Collrepair™ DG** – a new active ingredient that for the first time in

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cosmetics is able to reverse the consequences of glycation. This synergistic complex breaks advanced glycation end products (AGEs), to help skin fibers gain back their flexibility and functionality.

**Dermawhite™ WF** – caters to the desire for a brighter complexion: In vitro, the active ingredient inhibits the melanin synthesis by 90 percent. Thus, it has an effect three times higher than that of kojic acid, a commonly used active ingredient on the topical skin brightening market.

**Chione™ Celestial Gold** – a new generation of gold synthetic mica. Chione™ Celestial Gold is a pure white gold shade for a shimmering glow and shine in various cosmetics – from lip gloss to body serum.

**Reflecks™ MultiDimensions** – a new line of color travel pigments that give cosmetics a vibrancy by changing color with the movement of the wearer. Three pigments in this line will be introduced at the show:

- Reflecks™ MultiDimensions Glistening Gold G280D, an interference effect pigment on a borosilicate substrate that travels from a yellow hue to a flash of green.
- Reflecks™ MultiDimensions Swirling Sweetberry G490D, a metallic pigment that travels from a flash of metallic russet, to a brilliant bronze with the base color a strong russet hue.
- Reflecks™ MultiDimensions Twisted Terracotta G390D, a metallic pigment that travels from a flash of metallic copper, to a brilliant bronze with the base color an intense copper hue.

#### **About BASF's Care Chemicals division**

The BASF division Care Chemicals offers a broad range of ingredients for hygiene, personal care, home care, industrial & institutional cleaning, and technical applications. We are the 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, pigments and UV filters. Superabsorbent

polymers developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available on the Internet 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 17,000 employees in North America, and had sales of \$20.6 billion in 2014. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us).

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of over €74 billion in 2014 and around 113,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).