

# News Release

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## SCS Formulate 2018: BASF introduces new solutions for the personal care market

- **Wax-based and readily-biodegradable: Euperlan® OP White and Cegesoft® Peel**
- **Active ingredient Hyalurosmooth® for skin's stress relief**

Conventry, United Kingdom, November 13 – At SCS Formulate on November 13<sup>th</sup> and 14<sup>th</sup> in Coventry, BASF will share stand 500 with its European distribution organization BTC Europe and present the latest solutions to meet the demands of the personal care market.

### **Readily biodegradable, wax-based opacifier dispersion and exfoliating beads for personal care products**

[BASF Care Creations™](#) will showcase two new products that answer the needs of today's environmentally conscious consumers. "We are constantly seeking innovative and more sustainable solutions for the personal care industry. Consumer trends and needs clearly show us the way. With our new ingredients Euperlan® OP White and Cegesoft® Peel we can help our customers to develop winning products supporting both the consumers' well-being and eco-conscience," said Dirk Mampe, Vice President Business Management Personal Care Solutions Europe.

**Euperlan OP White** is a wax based, readily biodegradable and cold processable opacifier dispersion with a superior white appearance for surfactant formulations. The product meets today's demand for ecological friendly ingredients and its unique properties make it particularly suitable for eco-label conforming skin and hair cleansing formulations. BASF is the leading supplier of cold processable wax

dispersions for personal care that provide optical effects in rinse off products. Euperlan OP White complements BASF's current portfolio of pearling wax dispersions and can be used as an alternative to synthetic polymeric opacifiers.

**Cegesoft Peel** consists of round wax beads that provide a gentle and mild exfoliation. Mainly derived from natural and renewable resources, Cegesoft Peel is a readily biodegradable and environmentally friendly alternative to sharp edged abrasives and non-degradable beads (often referred to as microplastic beads).

### **Hyalurosmooth® – counteracting harmful effects of daily stress**

Daily stresses are known to translate into cutaneous stress, with cortisol as its main mediator. **Hyalurosmooth®** represses the damaging impact of cortisol on the skin, restoring collagen type I and hyaluronic acid that are affected. Bringing the positive effects of a mindful lifestyle – rested from the inside – Hyalurosmooth helps the skin recover its hydration and radiance. Extracted from the Indian Cassia angustifolia, Hyalurosmooth is IECIC-listed.

As part of the Inspire presentation program, Axel Boettcher from BTC Europe will be presenting new data on Hyalurosmooth.

Date and Time	Presentation Title	Speaker	Location
Wednesday, November 14 <sup>th</sup> , 3:10 pm - 3:30 pm	Hyalurosmooth® – The mindful way to cope with everyday stress	Axel Boettcher, BTC Europe	Room B

### **About the Care Chemicals division at BASF**

The BASF division Care Chemicals offers a broad range of ingredients for personal care, hygiene, home care, industrial & institutional cleaning, and technical applications. We are the global leading 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. 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 online at [www.care-chemicals.basf.com](http://www.care-chemicals.basf.com).

**About BTC Europe**

BTC Europe belongs to the world's leading chemical group, BASF – We create chemistry. BTC Europe GmbH is BASF's European sales organization for specialty chemicals. Our strengths lie in our knowledge of the industry, based on many years of experience, and our proximity to our customers. With its 11 regional offices and more than 450 employees in Europe, BTC supplies small and medium-sized customers from a wide variety of industries with about 6,000 products. BTC is headquartered in Monheim am Rhein. Further information on BTC is available on the internet at [www.btc-europe.com](http://www.btc-europe.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 four segments: Chemicals, Performance Products, Functional Materials & Solutions 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](http://www.basf.com).