

# News Release

P379/18e  
November 14, 2018

## **BASF introduces new generation of Sunscreen Simulator**

- **Sunscreen formulation online tool offers new additional features**
- **Customizable user interface makes handling more convenient**
- **Easy export of documentation**

**Monheim, Germany – November 14, 2018** – BASF has revised the Sunscreen Simulator, the digital lab for sun-care formulations, to make it more user-friendly and versatile. The Internet-based solution, which enables formulators to explore the performance of sunscreens under development before starting costly *in-vitro* and *in-vivo* studies, now features immediate dynamic calculations and side-by-side comparison of multiple formulations, among other enhancements. BASF's Sunscreen Simulator supports sunscreen manufacturers all over the world in reducing their products' time to market.

### **Updated version for a better user experience**

The Sunscreen Simulator is now responsive to all screen sizes, making it easy to use on smartphones and tablets as well as desktop computers. Users can customize their simulator platforms according to individual needs by adjusting parameters such as sun protection factor (SPF) and Ultraviolet A (UVA) metrics, region and application amount. Favorites and projects are easy to save for future reference and data can be exported in PDF or Excel format.

The Sunscreen Simulator has become an industry benchmark tool and has undergone continuous improvement during the last twenty years. Even before the current update, the tool allowed users to conduct unlimited *in-silico* experiments to simulate key characteristics of formulations. These simulations provide insights into aspects like photointeraction between different UV filters, to confirm photostability, or the effects of boosting through UV filter partitioning into water and oil phases and scattering of particulate UV filters. In addition, the tool also gives users the possibility to explore the benefits of BASF's UV filter portfolio.

[Click](#) here to access BASF's Sunscreen Simulator.

#### **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 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).