

# News Release

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## 360° sun care: more than just great sunscreen

- **BASF's Care Creations® launches new microsite dedicated to sun protection**
- **Global Technical Center Sun Care offers insights into BASF's sun care expertise**
- **Users can find everything worth knowing about UV filters, plus useful tips on how to stay safe in the sun**

**Düsseldorf-Holthausen, Germany – June 4, 2019** – BASF has launched a new microsite all about sun protection. Hosted by BASF's Care Creations® team, the Global Technical Center Sun Care makes the company's sun care expertise available to both customers and consumers. It explores UV filters, skin types, the light spectrum and solar radiation in more detail. Plus, BASF experts provide tips and suggestions on how to stay safe in the sun.

"We love the sun. But we also know that sun protection is extremely important, especially nowadays. It's not just about avoiding sunburn any more," said Marcel Schnyder, Head of Global Technical Center Sun Care, Personal Care Solutions Europe, at the Grenzach site. With its new microsite, BASF aims at raising awareness of the issues around sun care. Schnyder continues: "There are so many questions that consumers in particular have around sun protection and their sunscreens. Like, how do UV filters actually work? What is the UV index? How does UV radiation affect the skin and organisms?" BASF tackles these questions directly on the microsite, with answers that are sometimes technical and sometimes more fun.

As the world's market leader for ingredients for sun protection products, BASF also offers valuable tips on how to avoid sunburn and other damage caused by UV exposure. Of course, as the star attraction, the sun and its rays are covered as well.

#### **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. The approximately 122,000 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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. 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).