

# News Release

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## **BASF launches new skin care active ingredients and showcases its actives portfolio for makeup applications at Cosmet'Agora 2020**

- **Hydagen® Aquaporin and Hydrasensyl® Glucan moisturize the skin**
- **Inolixir™ aids healthy skin with a dual-action approach**
- **BASF presents bioactive ingredients for makeup formulations**

**Paris, France – January 14, 2020** – At this year's Cosmet'Agora (booths 158-159-160) in Paris on January 14 and 15, BASF's Care Creations® will present some of its latest active ingredients for personal care products that moisturize and soothe the skin. BASF will also be showcasing its range of active ingredients for makeup formulations.

### **Hydagen® Aquaporin stimulates the formation of cellular water channels in the skin**

The moisturizing active ingredient Hydagen® Aquaporin, which is set to be launched at the trade fair, builds on scientific findings for which their discoverers were awarded the 2003 Nobel Prize in Chemistry. The researchers had shed light on how water molecules are transported across skin cells via specialized channels. This fundamental process of life relies on integral membrane proteins called aquaporins. BASF Care Creations has now brought the aquaporin-stimulating substance glyceryl glucoside in a highly concentrated, active form to the wider cosmetic market. Called Hydagen Aquaporin, both in-vitro and in-vivo studies have proven its hydration-boosting effect.

### **Hydrasensyl® Glucan moisturizes the skin to leave it feeling smooth**

Hydrasensyl® Glucan is a multifunctional skin care active ingredient that combines several benefits. Like hyaluronic acid, Hydrasensyl Glucan consists of a long chain of sugar molecules. Its native beta-glucan structure enables the active ingredient to deliver short- and long-term hydration as well as effects that smooth and soothe the skin. This structure can also help to enhance the resistance of formulations to variations in pH or temperature and electrolyte load. In addition, Hydrasensyl Glucan feels light against the skin.

### **Inolixir™ provides a sense of wellness and soothes sensitive skin**

The power of nature is captured in BASF's bioactive Inolixir™, a 100 percent natural extract of the chaga mushroom, which is native to Nordic birch forests. The chaga mushroom had been known for centuries as a healthy "superfood" before BASF began to harness its power for use in skin care products.

Inolixir works in two ways: first, it offers a wellness approach proven to be effective on tired and stressed skin. Study participants reported that Inolixir was as effective as a five-day spa in reducing fatigue lines, dark circles and dullness. Second, the bioactive ingredient presents a dermocosmetic solution for sensitive skin: it offers anti-redness and anti-dullness benefits, leading 85 percent of study participants to perceive a health benefit for their skin and 91 percent to report increased skin comfort within 7 to 28 days of application.

### **Multi-benefit bioactives for makeup formulations**

The BASF makeup portfolio also features concepts and products developed by experts that go beyond hair and skin care. "For female consumers in particular, skin and beauty care has acquired a holistic value that is strongly aligned with personal confidence – as well as looking healthy and feeling comfortable," said Carole Boury, Marketing Manager at BASF Personal Care Europe. "Consumers increasingly expect makeup products to demonstrate skin care benefits such as hydration, radiance, or UV and air pollution protection, too."

In response to this trend, BASF is working on its extensive bioactive portfolio to allow for easier use in makeup applications. Examples include harnessing the

potential of the Schisandra berry extract Sqisandryl® to boost the growth of lashes, resulting in up to +2 mm after one month of use. In face color cosmetics, for example, Micropatch® Serine has been confirmed by women to hydrate and comfort the skin all day long. Furthermore, 70 percent of users reported that the active ingredients enables the color of the foundation to be maintained for longer. To help brands create the best formulas with the most adapted bioactives for end-consumer needs, BASF offers dedicated formulation support.

#### **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).