

# News Release

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## **100 percent naturally derived: BASF launches Lamesoft® Balance for efficient stabilization of rinse-off formulations**

- **Lamesoft® Balance is readily biodegradable and stabilizes wax-based dispersions in hair and skin cleansing formulations**
- **Cold processable and easy to formulate**
- **Suitable for formulations of certified natural cosmetics according to COSMOS and NATRUE standards**

With Lamesoft® Balance, BASF launches a product for the stabilization of ingredients in skin and hair cleansing formulations that is derived from 100 percent natural feedstock. Acting as a natural structure enhancer in surfactant-based systems, it allows to stabilize wax-based opacifiers in rinse-off applications – even in low viscosity formulations. It provides a pleasant and homogenous rheology in finished formulations.

Due to its composition of hydrogenated castor oil and APG®, Lamesoft Balance is cold processable and easy to formulate. It prevents the aggregation of small particles and reduces the sedimentation speed of wax dispersions in surfactant systems, especially in those that can be micellar thickened. Opacifying wax dispersions create a lotion-like white look in formulations and provide significant skin and hair care benefits.

“The stabilization of fine particle wax dispersions in rinse-off formulations is often very challenging,” says Dr. Hans-Martin Haake, Head of Market Development Hair, Body, Oral Care at BASF Personal Care. “With Lamesoft Balance BASF now offers

a solution that is readily biodegradable and helps manufacturers of skin and hair cleansing products to stabilize their formulations without using synthetic polymers. The product is also suitable for alternative surfactant systems.”

Performance and sensory tests have shown that Lamesoft Balance enhances the foam properties in body wash formulations and provides a pleasant skin feeling. In shampoo formulations containing cationic conditioning agents, Lamesoft Balance has proven to significantly boost the hair conditioning effect.

Lamesoft Balance meets the requirements of EU Ecolabel, Nordic Ecolabel, Bra Miljöval and is suitable for formulations of natural cosmetics according to both the COSMOS and the NATRUE standard.

#### **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. More than 117,000 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 €59 billion in 2019. 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).