

News Release

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Seanactiv™: BASF introduces fucoidan-rich algae extract to refresh and revitalize the eye contour

- Seanactiv™ harnesses the power of *fucus vesiculosus* fucoidan to limit visible signs of aging and fatigue around the eyes
- New ingredient helps reduce the appearance of dark circles, crow's feet wrinkles and under-eye dullness within just one week of application
- Three-step action of Seanactiv is supported by *in vitro* and *in vivo* studies, with visually perceptible results

Pulnoy, France – August 24, 2021 – The eye area is the first part of the body to reveal visible signs of fatigue, stress, unhealthy lifestyles and aging. As a result, many consumers are seeking safe and easy-to-use products that can protect their eye contours and enhance their skin luminosity. With [Seanactiv™](#), BASF's Care Creations® has developed a new ingredient based on the organic-certified marine algae *fucus vesiculosus* that improves eye contour appearance within the first week of application.

Sourcing algae with respect for the natural life cycle

Algae are photosynthetic organisms that can grow under extreme conditions. Due to the tides, *fucus vesiculosus* spends as much time living underwater as it does on rocks or sand, making it particularly resistant to different conditions and temperature variations. The seaweed used in Seanactiv is harvested manually under government license, in line with good collection practices that ensure regeneration of the biomass. It is extracted via a gentle, selective procedure that concentrates the active fucoidan molecule present in the algae. This sulphated polysaccharide is

characterized by fucose monomers and has long been known for its beneficial properties in food, health and beauty.

A three-step action to quickly take care of the eye contour

In a clinical study with 24 healthy, female volunteers aged between 18 and 65, Seanactiv formulated at 1 percent in a cream was shown to improve the appearance of dark circles within just one week, with a decrease in skin pigmentation intensity of 11 percent. At the same time, skin roughness was reduced by 14 percent, leading to a visually perceptible improvement in the appearance of crow's feet wrinkles. Seanactiv was also shown to visibly improve skin luminosity of the eye area for a fresher, healthier complexion.

Soluble in water, Seanactiv is 99.8 percent from natural origin and complies with the COSMOS standard for natural and organic cosmetics.

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.

About BASF

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