

# News Release

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## **BASF's Care Creations® invites customers to exclusive virtual site tours in Lyon and Pulnoy**

- **Virtual tours offer unique insights into laboratories and production facilities for cosmetic active ingredients.**
- **Web-based tool enables close exchange and collaboration with customers anywhere, anytime.**
- **New offer strengthens BASF's portfolio of digital customer solutions.**

**Pulnoy, France – May 19, 2021** – BASF's Care Creations® is introducing a new tool that will allow customers to take part in an exclusive virtual tour through its French laboratory and production sites for cosmetic active ingredients in Pulnoy and Lyon – anywhere, anytime. The live virtual journey through the fully recreated development, performance and production premises offers unprecedented insights into the company's expertise, its latest innovations, and a behind-the-scenes look at its most cutting-edge technical equipment.

“The personal exchange with our customers is key for our teams. As physical visits to our sites cannot take place due to the pandemic, it was important for us to quickly find an alternative that would allow us to stay close to our customers and continue to give them exclusive insights into our services and expertise,” said Jason McAlpine, Vice President Business Management Personal Care Europe. “I am confident that the virtual tours will prove to be an inspiring environment for exchanges with our experts and a breeding ground for new projects, with opportunities to develop the beauty of tomorrow, together.”

The new tool is just one example of how BASF is driving digitalization in the personal care sector. The company is continuously striving for innovations that will help its customers' marketing and technology teams to speed up their product development and time-to-market, for instance with its Emollient Jockey or the imminent launch of a new generation of its Sunscreen Simulator.

“The digital transformation has long since become part of our DNA. Now more than ever, a digital mindset is essential if we are to keep offering pioneering solutions to our customers while safeguarding our competitive edge,” said Dr. Marko Grozdanovic, Senior Vice President Personal Care Europe. “Our virtual site tours allow us to offer our customers a unique state-of-the-art multi-media experience that complements our portfolio of digital tools aimed at driving innovation and collaboration.”

The virtual site tours at Lyon and Pulnoy will initially be available to customers in Europe and rolled out to other regions later on. Customers can reach out to their sales representative to book their personalized experience.

#### **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 110,000 employees in the BASF Group contribute 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 2020. 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).