BASF creates a skin-friendly active ingredient that effectively brightens the complexion

EURO COSMETICS: Building on the continued popularity of skin lightening in Asia, Latin America, and Africa, BASF has developed a new skin-whitening product. What is the name of the product, and why does it stand out?
Florence Trombini: Dermawhite™ WF, our new active ingredient for skin-lightening products, inhibits melanin synthesis by 90% in vitro and, in clinical studies, results in significantly lighter skin. The complex was designed to offer consumers a safe alternative that can also be priced competitively in emerging markets.

EURO COSMETICS: A lot of skin-brightening products contain kojic acid, which is also slightly controversial as it can cause contact dermatitis. How does Dermawhite™ WF compare?
Florence Trombini: One of the challenges for the skin care industry is to find safe alternatives to very efficient yet controversial skin-lightening ingredients such as kojic acid or hydroquinone. Dermawhite WF offers both: a higher efficacy than kojic acid and a safety profile that does perfectly fit today’s market requirements.

EURO COSMETICS: What do test results reveal about how effective Dermawhite™ WF is?
Florence Trombini: Dermawhite™ WF inhibits melanin synthesis in B16 cell cultures – a cell line commonly used for the study of melanogenesis in vitro – by 90%. At the same concentration, kojic acid inhibits melanin synthesis by just 25%. Clinical studies among Indian women have confirmed these findings: Dermawhite™ WF performs significantly better against both a placebo and kojic acid. After just 14 days of treatment, the parameters of “Luminance” and “Individual typological angle” (ITA) both improved significantly. The higher the ITA value, the brighter the skin.

EURO COSMETICS: Many skin-brightening products, especially in Asian markets, are dangerous to health. Does Dermawhite™ WF offer a safe alternative?
Florence Trombini: In Asia’s emerging markets, skin-lightening products often contain hydroquinone, mercury, or other toxic chemicals. The World Health Organization warns against these products as they pose serious health risks. Dermawhite™ WF, however, is a skin-friendly whitening active made from extracts of saxifrage, papaya, and guava. The complex was designed to offer consumers a safe alternative that can also be priced competitively in emerging markets.

EURO COSMETICS: How do you expect the market for skin-brightening products to develop?
Florence Trombini: We expect the market for skin-brightening products to continue to grow, fueled primarily by increasing demand in Asia, Africa, and the Middle East. In Africa, especially countries like Nigeria will play a significant role: Even today, 77 percent of Nigerian women – the highest percentage in the world – use skin lightening products on a regular basis.

EURO COSMETICS: Thank you for your time.