

# News Release

## **in-cosmetics 2015: BASF puts a spotlight on sensorial experience and presents new solutions**

- **BASF aims to collaborate with customers to develop products with sensory profiles that appeal to different consumer archetypes**
- **New products and formulations offer a strong performance and appealing sensory properties**
- **Visitors of the booth are invited to multisensory “journeys”**

Barcelona, Spain – April 13, 2015 – At in-cosmetics 2015, BASF invites visitors to delve into the world of sensory perception. Framed by the motto “Sensory 2.0,” the portfolio on display includes new ingredients and formulations that promote extraordinary sensory experiences. “Products that activate the senses win consumers’ hearts because people love using personal care products that provide a sensory experience,” explained Jan-Peter Sander, Senior Vice President BASF Personal Care Europe. “At this year’s in-cosmetics, we will take our customers on multisensory journeys and talk with them about developing products with sensory profiles that appeal to different consumer archetypes and create preference.”

### **BASF takes visitors on multisensory journeys**

To make the impact of sensory perception come alive, BASF takes visitors on four multisensory “journeys” – “Fire & Ice,” “The Caring Touch,” “Sweet Senses” and “The Taste of Success.” At booth 6H40, visitors experience short 3D-movie screenings during which they feel different skin care formulations applied to their hands. All 18 formulations that are employed offer multisensory profiles that appeal

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to six different consumer archetypes – “Energetic,” “Perfect,” “Professional,” “Protected,” “Authentic” and “Creative.”

### **Chione Celestial Gold: a new generation of gold synthetic mica**

For thousands of years, the color gold has been associated with timeless beauty and elegance. Still today, gold is an important color when it comes to decorative cosmetics. This gold trend will continue and further develop in the seasons to come. Whereas the “Ancient Wisdom” trend from BASF’s “Color Trends 2016” collection looks at the mineral resource and the ancient use of gold and gold leaf, the “Color Trends 2017” collection will show the evolution of gold into metallic shades like bronze. With BASF’s unique range of gold pearls developed over the last few years, manufacturers can already choose from a wide variety of shades for their personal care products. Now, the company will expand its portfolio to include Chione™ Celestial Gold – a new generation of gold synthetic mica. It caters to a pure white gold shade and a shimmering glow and shine in various cosmetics – from lip gloss to body serum.

### **Emulgade Sucro Plus: a natural-based emulsifier with particular sensory performance**

Emulsifiers are crucial for the texture of many personal care products and are able to positively influence their sensory properties. Emulgade® Sucro Plus is BASF's new completely natural-based emulsifier that has been approved by COSMOS and ECOCERT. In addition to good emulsifying properties and a high electrolyte tolerance the product demonstrates a distinct sensory performance. Emulsions with Emulgade Sucro Plus form a sliding film on the skin with a silky and dry skin sensation that improves application and absorption. Furthermore, the emulsifier provides a good skin compatibility that has been proven in consumer tests and is able to support the creation of lamellar structures. The product is supplied as pellets and can be used in all skin care applications.

### **Cosmedia Ace: a strong and flexible polymer**

BASF's newly designed polymer Cosmedia® Ace answers to the need in personal care market for elegant textures, versatility and cost-effectiveness. Its ability for strong thickening, emulsifying and stabilizing a wide range of emulsions makes it multifunctional. Cosmedia Ace also allows flexibility as it is liquid and therefore easy to use. In addition, it is cold-processable, can be added at any stage of the process and is efficient over a broad pH range. What is more, the polymer is cost-effective while providing textures with an elegant sensory, with inherent waxiness. All additives are natural based and without any EO derivatives. This allows the use of Cosmedia Ace in environmentally-friendly concepts.

### **Dermawhite WF: a powerful inhibitor of melanin synthesis**

In many regions of the world, a radiant and fair complexion is associated with beauty and youth. In Asia, Africa and Latin America, women, in particular, are seeking to brighten their skin. Based on extracts from papaya, guava and saxifrage, BASF's new Dermawhite™ WF caters to the desire for a brighter complexion: *In vitro*, the active ingredient inhibits the melanin synthesis by 90 percent. Thus, it has an effect three times higher than that of kojic acid, a commonly used and well-known active ingredient on the topical skin brightening market. What is more, it delivers *in vivo* a fast and significant skin brightening action. In applications such as whitening body or face care creams and lotions as well as anti-spots repairing sun care treatments Dermawhite WF helps lighten the complexion after two weeks of use.

### **Collrepair DG: reverses 20 years of glycation in four months**

Over time, consuming too much sugar can have a direct negative impact on the skin through a chemical reaction called glycation: slowly, glycation damages the structure of the skin. As a result, the skin loses its elasticity and resilience, surface wrinkles appear, and skin tone is altered by a yellowing phenomenon. BASF's new active ingredient Collrepair™ DG, for the first time in cosmetics, is able to

reverse the consequences of glycation: the synergistic complex breaks AGEs (*Advanced Glycation End Products*) and skin fibers gain back their flexibility and functionality. As a result, after four months of use, skin yellowing is reversed and skin firmness recovered, for a younger look.

### **Trends & Textures Box inspires hair styling products**

The differentiated hairstyling needs of today's consumers offer vast opportunities for personal care manufacturers. BASF's Trends & Textures Box contains hairstyling formulations tailored to current trends and consumer needs. Each formulation has been developed to enable the creation of popular, cutting-edge looks. Among the highlighted products is the styling polymer **Luviquat® Supreme AT**. Thanks to its heat protection efficacy, it can be used to support popular marketing claims.

### **About BASF**

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of over €74 billion in 2014 and around 113,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

### **About BASF's Care Chemicals division**

The BASF division Care Chemicals offers a broad range of ingredients for hygiene, personal care, home care, industrial & institutional cleaning, and technical applications. We are the global leading 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, pigments and UV filters. Superabsorbent polymers developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available on the Internet [www.care-chemicals.basf.com](http://www.care-chemicals.basf.com).