

150 years



News Release

Cosmetics & Home Care Ingredients 2015: BASF Presents Innovative Solutions for Latest Home Care and Personal Care Trends

- **Sokalan® special polymers for color care and washing without presorting**
- **New Trilon® M types for high-performance dishwashing detergents**
- **Ingredients and formulations for cosmetic products with multisensory profiles**

Ludwigshafen, Germany – November 12, 2015 – From November 12 to 14, BASF will present its latest solutions for the Home Care, Industrial & Institutional Cleaning (I&I), and Personal Care markets at the Cosmetics & Home Care Ingredients 2015 in Istanbul/Turkey at booth B123. The main focus is on new ingredients and innovative applications and concepts for the cosmetics, detergents, and cleaners industry.

New ingredients for modern color detergents and high-performance automatic dishwashing detergents

One of the key trends in the detergent market is the preservation of colors and the prevention of dye transfer during the washing cycle so that colorful clothes look like new for a long time. BASF offers this solution for color detergents with **Sokalan® HP 56 K** and **Sokalan® HP 66 K**. The special polymers prevent bleeding dyes from staining other garments in the washing process. It is thus possible to wash dark and bright colors together without them losing their original colors. As a result, the clothes look new for longer and the colors remain brilliant. In addition to the product properties, new possibilities

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for the formulation of the special polymers in liquid color detergents and highly concentrated product formats such as pouches and pods will be presented at the trade fair.

The attention is on sustainable solutions for automatic dishwashing alongside modern ingredients for detergents. To this end, BASF will be presenting the readily biodegradable chelating agent Trilon® M and the two new types Trilon® M Max and Trilon® Ultimate. The chelating agents offer a particularly high-performance phosphate alternative for automatic dishwashing detergents. EU regulations stipulate that phosphate will be virtually prohibited for this application in Europe from 2017. The chelating agents actively bind water hardness ions, which cause limescale build-up on the dishes. Trilon® M Max offers further advantages in terms formulation flexibility and esthetic choice of the automatic dishwashing detergent. The 2-in-1 solutions Trilon® Ultimate provide extra benefits such as improved stability of the dishwashing tablet or extra glass protection.

Solutions for personal care products that activate all senses

Color, scent, texture, and skin sensation: The sensory properties of cosmetics are often critical for whether a product is purchased again or not. Under the title “Sensory 2.0”, BASF will showcase in Istanbul new ingredients and formulations with specific sensory characteristics that are able to play a vital role in consumer preference of cosmetic products

Emulgade® Sucro Plus is BASF's new completely natural-based emulsifier that has been approved by COSMOS, ECOCERT and NATRUE. 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. 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 waxyness. All additives are natural based and without any EO derivatives. This allows the use of Cosmedia® Ace in environment-friendly concepts.

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 leading supplier for the cosmetics industry as well as the detergents and cleaning agents industry and support our customers worldwide 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. Superabsorbents 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 at www.care-chemicals.basf.com.

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.