

## BASF's Personal Care business

### Company profile

BASF offers one of the most comprehensive ingredients portfolios in the personal care industry. We provide the resources of a global industry leader along with consumer insights, sustainable solutions and the innovative drive our customers expect. Our high-quality product range includes surfactants, emulsifiers, polymers, emollients, cosmetic active ingredients, UV filters, thickeners, protein products and lipid layer enhancers. With production and development sites as well as sales and marketing offices all over the world, we offer our customers the winning combination of global reach and market intelligence, technological excellence and formulation expertise. We have integrated sustainability into all our processes and value chains. Our focus on consumer trends, specific industry requirements and the ability to innovate and bring new products and concepts rapidly to the market contribute strongly to the success of our customers – and make BASF a valued partner for the personal care industry.

### Market Segments

AP/Deo, Body Care, Face Care, Hair Coloring, Hair Conditioning & Shampoo, Hair Styling, Oral Care, Skin Rinse-off, Sun Care

### Product Groups

Actives, Cationic Products & Conditioners, Lipid Layer Enhancers, Opacifiers, Pearl Shine Concentrates, Waxes, Performance Wax Dispersions, Protein Products, Thickeners, Chelating Agents, UV Light Stabilizers, Excited State Quenchers, Humectants/Hydrotropes, Emulsifiers and Cream Bases, Solubilizers, Polymers, Emollients, Surfactants, Neutralizers, Hair Dyes, Pearlizing and Consistency Waxes

### Applications

Hair Coloring, Conditioning, Shampoo, Styling (Hair Spray, Mousses, Gels, Waxes etc.), Baby Care and Cleansing, Body/Hand Care, Liquid Soap, Shower/Bath Products, Face Care, Face Cleansing, Color Care (Foundations, Lip Sticks etc.), After Sun, Self-Tanning, Sun Protection, Antiperspirants/Deodorants (Sticks, Roll-ons and Sprays), Wet Wipes, Toothpaste/Mouthwash