

# News Release

P239/21e  
June 29, 2021

## **BASF expands biopolymer portfolio with COSMOS-approved rheology modifier Hydagen® Clean**

- **Based on konjac gum, the high-quality biopolymer enables the creation of verified eco-friendly formulations**
- **The natural texturizing polymer is suitable for face care, body care and styling products with pleasant sensory profiles**
- **Hydagen® Clean complements BASF's Care Creations® biopolymer portfolio of multifunctional, nature-based solutions**

**Duesseldorf-Holthausen, Germany – June 29, 2021** – Consumer demand for natural cosmetics is growing rapidly, prompting personal care manufacturers to find eco-friendly alternatives to tried-and-true solutions. With the COSMOS-approved texturizing biopolymer Hydagen® Clean, BASF now offers a natural alternative to synthetic polymers. The cold processable rheology modifier, obtained from the tuber of the konjac plant native to Southwest China, is suitable for aqueous systems like gels, fluids and serums, as well as more novel formats such as patches, jellies and peel-off formulations. Its film-forming and gelation properties allow for exceptional textures.

Due to its low microbial count and rapid dissolution in both cold and hot water, Hydagen Clean is characterized not only by its high quality, but also by its ease of use. It is suitable for skin microbiome-friendly formulations and has been proven to have an immediate cooling effect when used in eye patch formulations. Thanks to its versatility, the biopolymer can be used to create face care, body care and styling products with pleasant sensory profiles.

## **Enabling sophisticated natural cosmetics**

“The launch of Hydagen Clean is an important step in strengthening the BASF biopolymer portfolio and our wider commitment to sustainability,” said Jason McAlpine, Vice President Business Management for Personal Care Europe. “Our biopolymers not only enable our customers to meet a growing consumer demand, but also help them to comply with upcoming regulatory changes.”

With Hydagen Clean, BASF is expanding its offering of innovative and eco-friendly solutions. In accordance with the company’s Sustainable Solution Steering, a method to help customers measure their products’ impact on sustainability, Hydagen Clean is an “Accelerator” that makes a significant contribution to the value chain. This makes it a perfect addition to BASF’s Care Creations® existing biopolymer portfolio, which is built on a class of natural rheology modifiers including Rheocare® XGN (pure vegan xanthan gum) and Hydagen® 558 P (based on algae). BASF’s biopolymers are 100 percent derived from natural, renewable feedstocks. They are all biodegradable and have a high level of purity as well as a positive rheological profile. They also enable various appealing textures in both leave-on and rinse-off products and provide good film-forming properties – both on their own and in combination with other ingredients.

### **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).