

# News Release

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## **BASF launches new sunscreen ingredient Tinomax™ CC**

- **Tinomax™ CC meets growing demand for multifunctional solutions with improved SPF and UVA protection**
- **Homogeneous particle shape significantly improves sensory perception**
- **Product profile supports customers' sustainability goals**

**Monheim am Rhein, Germany – September 12, 2023** – The understanding of conscious beauty is being shaped by the increasing demand for multifunctional solutions that also enable a conscious approach to the environment. Consumers are not only looking for more benefits for their skin and the associated sun protection, but also for a lower environmental impact. With its latest addition to the sun care portfolio, BASF offers its customers the opportunity to increase the share of natural-based content in formulations on the market.

### **A new functionalized natural-based particle**

The recently launched [Tinomax™ CC](#) is designed for skin and sun care formulations, and offers a significant sensory improvement, not least due to its homogeneous particle shape. In the form of an off-white powder, it has the ability to enhance UV protection with SPF and UVA via light birefringence. In addition, tests have shown that formulations containing Tinomax CC tend to be significantly less sticky and greasy during application than formulations without this ingredient.

Recommended for formulations containing organic soluble UV filters and those containing particles dispersed in the oil phase, Tinomax CC contributes to a

significant improvement in sensorial performance, especially at higher SPFs. At the same time, there is no whitening effect on the skin.

“With Tinomax CC, we’re giving our customers the opportunity to meet the growing demands of the sun care market,” said Ulrich Issberner, Director Market Development Sun Care / HBO Europe. “Alongside our high-performance UV filters and natural-based emollients, emulsifiers and polymers, the new product, which is derived from natural sources, is another step toward the advanced formulations of tomorrow. I’m delighted that we can take this path together with our customers.”

The functionalized particle is of 100% natural origin content according to ISO 16128 and helps to improve the ecotoxicological profile of formulations, making it a perfect complement to modern and environmentally friendly formulations.

Tinomax CC is just one recent example of how the company’s Care Chemicals Division is addressing future challenges. Sustainability, digitalization, innovation and new approaches to working together are the key cornerstones in [Care 360°– Solutions for Sustainable Life](#).

#### **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 111,000 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 comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €87.3 billion in 2022. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).