

News Release

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BASF offers new advanced digital service “Ingredients Revealed” for more transparent information on cosmetic formulations

- **Easy identification of ingredients and formulations, with specific criteria like sustainability information, standards, and labels**
- **Real-time transparency while customizing formulations**
- **“Digital lab” as new feature in BASF’s service platform D’lite**

Paris, France – April 11, 2024 – At in-cosmetics Global in Paris, BASF will introduce its new digital service, “[Ingredients Revealed](#)”, that enables developers of personal care products to easily identify ingredients and formulations with specific criteria like sustainability information, standards, and labels.

A growing number of standards and labels by retailers, regulators, and certifying agencies are influencing consumers’ purchasing decisions for cosmetic products. At the same time, it becomes more challenging for product developers to identify the right ingredients within the formulation process in order to meet the required criteria. “With our new tool, we enable users to create or upload their own formulations and see changes happen instantly while customizing them. This way, they get real-time transparency on different criteria which significantly simplifies the development process for formulations,” said Aleksandra Pienczykowska, Manager Digital Customer Channels EMEA at BASF Care Chemicals.

Intuitive interface for an engaging customer journey

“Ingredients Revealed” is an integral part of BASF’s “[Beyond Beauty](#)” campaign, which drives the transition of the personal care industry to greater transparency, and

more sustainable and ecologically conscious solutions that align with consumer values. Due to its intuitive interface, the service offers an engaging customer experience and allows to accelerate the product development process.

Offering a three-step-approach, users can start browsing BASF's extensive formulation database to identify formulations that meet consumer demands. Secondly, they can use the tool to manage their formulations and refine their ingredients collection. Lastly, the service can be used as a digital lab, meaning that users can add or delete individual ingredients from the chosen formulations or build a new formulation from scratch. While doing so, the tool offers real-time transparency as sustainability information like biodegradability and renewable carbon content results change instantly. An input function enables users to even import their own ingredients.

Latest feature in D'lite

"Ingredients Revealed" is the latest feature in [D'lite](#), BASF's digital service platform for the personal care industry. A basic version with a limited number of formulations will be available in the free section of the platform. Subscribers to the premium version of D'lite will be able to use the new feature with full access to BASF's database of more than 4,500 formulations. With D'lite, BASF supports its customers in the complete product development process: from consumer and market understanding, concept creation, market strategy development, formulation development up to the product launch. The offering combines the integration of multiple internal data sources, knowledge about the industry and data from leading external partners regarding market- and consumer intelligence.

"Ingredients Revealed" is just one example of how BASF's Care Chemicals Division is addressing future challenges. Sustainability, digitalization, innovation and new approaches to working together are the key cornerstones to [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.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 112,000 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 €68.9 billion in 2023. 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.