

# News Release

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## **BASF launches natural-based innovations for personal care at in-cosmetics Global 2025**

- **Biodegradable alternatives enable more sustainable personal care solutions.**
- **Holistic formulation strategy balances environmental considerations with consumer satisfaction.**
- **Innovations are part of BASF's Longevity Ecosystem presented at in-cosmetics Global.**

**Amsterdam, Netherlands – April 3, 2025** – BASF is expanding its portfolio of natural-based ingredients with three new products that enable more sustainable personal care solutions while not compromising on performance: Verdessence® Maize, a natural styling polymer, Lamesoft® OP Plus, a wax-based opacifier dispersion, and Dehyton® PK45 GA/RA, a betaine derived from Rainforest Alliance Certified coconut oil. “As society and future generations are expected to live longer, consumers feel an urge to actively impact their footprint and preserve the earth as the foundation for long and healthy living,” said Dr Boris Gaspar, Head of Market Development Personal Care EMEA. “We support our customers by providing biodegradable alternatives to traditional ingredients, taking into account the consumer desire for responsible beauty routines.” BASF will be showcasing the new developments as part of its [Longevity Ecosystem](#) at in-cosmetics Global, held from April 8 to 10 in Amsterdam.

## **Natural Styling Polymer for Lightweight Formulations**

With [Verdessence Maize](#) (INCI: Hydrolyzed Corn Starch), a plant-based styling ingredient and readily biodegradable alternative to PVP and VP/VA polymers, BASF is expanding its portfolio of high-performing biopolymers. Being 100% derived from renewable feedstocks, the new ingredient is perfectly suited for natural and organic cosmetics. It is designed for various applications, especially crystal-clear pump sprays as well as mousses with a cloud-like foam texture. In a performance assessment, 7% Verdessence Maize in a pump mousse formulation showed the same bending stiffness and better curl retention performance compared to formulations with 2% synthetic polymers. The same performance in terms of bending stiffness and curl retention can be achieved when added at 5% to a pump spray formulation instead of synthetic polymers.

## **Wax-based Opacifier Dispersion for Pure Whiteness**

BASF's new wax-based and readily biodegradable opacifier dispersion, [Lamesoft OP Plus](#) (INCI: Coco-Glucoside (and) Glycol Distearate (and) Glyceryl Oleate), has a high natural origin content (NOC = 92.3% – 98.5%) and can be used as an alternative to synthetic, acrylate-based ingredients. It is characterized by its high-opacifying efficacy and offers additional care benefits in rinse-off applications while ensuring easy formulation and cold processing. Moreover, it is suitable for formulations with alternatives to sulfate surfactants. Supporting information for vegan, natural and cruelty-free evaluations are available. Lamesoft OP Plus provides a creamy white and caring appearance to formulations with various surfactant systems, without any undesired pearling effects during production and after storage. Performance tests indicate that it significantly reduces wet/dry combing effort while enhancing anti-hair breakage performance.

## **Versatile Betaine Supporting Responsible Sourcing Practices**

[Dehyton PK45 GA/RA](#) (INCI: Cocamidopropyl Betaine) is a betaine derived from sustainably sourced coconut oil, certified by Rainforest Alliance. This amphoteric surfactant is readily biodegradable and ideally suited for use in shampoos, shower and bath preparations, as well as skin cleansers where it enables excellent foaming properties. BASF was one of the first chemical companies offering certified sustainable personal care ingredients based on coconut oil. The Rainforest Alliance

certification aims to improve the livelihoods of farmers, protect forests, and act against climate change.

### **Expert Lecture: Holistic Formulation Strategies in Personal Care**

The focus on sustainability is transforming the personal care sector. Consumers seek natural, biodegradable products with lower greenhouse gas emissions that do not contain microplastics while offering high performance at affordable prices. At this year's in-cosmetics, BASF's Sustainability Manager, Dr Bianca Seelig, will share insights into the company's formulation strategy that balances environmental considerations with consumer satisfaction. In the presentation, she will also discuss how brands can access sustainability data through BASF's digital service platform D'lite to help stay competitive in today's environmentally conscious market.

Date & Time	BASF Expert	Topic	Location
April 10, 2025 10:45-11:15 a.m.	Dr Bianca Seelig	Advancing Sustainability: Holistic Formulation Strategies in Personal Care	Sustainability Theatre, Hall 11, 11B50

### **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. Our ambition: We want to be the preferred chemical company to enable our customers' green transformation. 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, as core businesses, the segments Chemicals, Materials, Industrial Solutions, and Nutrition & Care; our standalone businesses are bundled in the segments Surface Technologies and Agricultural Solutions. BASF generated sales of €65.3 billion in 2024.

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).