

News Release



In-cosmetics 2017: BASF unveils personal care solutions based on three “Dimensions of Science”

- **New active ingredients Collalift™ 18, Oligolin™, and Sveltine® ST are 100 percent renewable-based and COSMOS-approved**
- **BASF Colors & Effects branded effect pigments go ‘Ahead of time’ with their Spring / Summer 2019 Color Trend forecast**
- **Sustainability Corner, Sensory and Makeup Bar, Innovation Zone and Seminars offer new insights into BASF’s Personal Care solutions**
- **Second BASF Palm Dialog provides opportunities for exchange and discussion with experts along the value chain**

London, United Kingdom – April 4, 2017 – All BASF solutions for the personal care market are based on three “Dimensions of Science”: formulation expertise, scientifically proven test methods, and verifiable consumer benefits. “Our consumer centered approach is firmly rooted in science excellence. In each dimension, we support our customers with our profound expertise in developing winning products that answer consumers’ innermost wishes”, said Dirk Mampe, Vice President Business Management Personal Care Specialties Europe. At this year’s in-cosmetics in London, from April 4 to 6, BASF will share booth HH30 with its European distribution organization BTC Europe and present its latest solutions for applications in the personal care market – such as trends, concepts, formulations as well as different new products.

Collalift™ 18: natural skin-sheathing solution

BASF’s new active ingredient Collalift™ 18, an extract of African mahogany bark, improves the skin’s elasticity recovery and visibly

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reduces pores, lines, and wrinkles. It stimulates the synthesis of collagen XVIII, a key element of the skin's basement membranes and the only collagenous proteoglycan with biological activity present in all skin layers – from surface to deeper layers.

Oligolin™: multi-functional rejuvenating cure

The hydrolyzed linseed extract Oligolin™ is BASF's new anti-aging active for skincare products. The new patented solution has been proven to have an exceptional rejuvenating effect on the skin. Experts from BASF's R&D department for bio-actives and Reims University have uncovered the benefits of flax seed oligosaccharides for the skin – that is, their unique capacity to act on tissue structure and prevent skin aging.

Sveltine® ST: natural body curve beautifier

As surveys keep highlighting, more than three in four women are unhappy with their body shape. BASF's new ingredient Sveltine® ST, extracted from flower, leaf and stem of purple loosestrife, targets two major body parts: it pushes up the bottom and remodels the thighs. By redefining body curves, Sveltine ST empowers women's self-confidence. Clinical evaluation showed a significant decrease in thigh circumference and a visible thigh shaping effect within two weeks of treatment.

Cetiol® 4 All: the all-round emollient

With various consumer needs, an optimized raw material selection for appealing cosmetic products with multiple benefits and value for money is becoming more important. Therefore, cosmetic manufacturers are looking for versatile emollients that allow the development of a wide range of textures with appealing sensory profiles and still a good affordability. BASF answers to this growing demand with Cetiol® 4 All, a high-quality and robust primary emollient. Thanks to its high hydrolytic stability at broad pH range and the excellent skin and eye tolerance, Cetiol 4 All is suitable for various applications: face care, body care, color care, antiperspirant (AP), and

deodorant. In addition, Cetiol 4 All provides a pleasant sensory profile – initially nourishing which then turns into a light after feel. Being non-comedogenic, Cetiol 4 All matches various skin types including acne skin.

“Alive”: 2017 preview of hair-styling trends

Following the success of its 2017 Color Trends collection “Life in full color”, BASF is now offering a sneak preview of its upcoming hair styling trends concept: “Alive”. Inspired by nature, it demonstrates the reinvention of a natural look. From “Big Volume Styling Mousse” to “Mermaid Curls Heat Protection Serum”, the concept builds on the growing consumer trend for casual, unstructured hair styles.

BASF takes part in the new Sustainability Corner

The Sustainability Corner (booth TT50) will inform visitors how the cosmetic industry is constantly moving towards a more sustainable business approach. In this new interactive space of the in-cosmetics show, BASF will showcase how the company has integrated sustainability into all of its processes and value chains.

The Palm Dialog continues with a new format

On the afternoon of April 4 (2-5 pm), BASF will host its second Palm Dialog at ExCel London, South Gallery Rooms – an opportunity for personal care ingredients suppliers and cosmetic manufacturers to exchange recent trends and developments in the palm-based oleo-chemical industry and engage in discussion with experts from the value chain. At the event, BASF will also share its progress in transforming the market towards responsible palm kernel oil with its first Palm Progress Report.

BASF introduces translucent gelée texture at the Sensory Bar

At the Sensory Bar (booth Q70), visitors have the opportunity to touch and feel products which provide a unique sensory experience. Here, BASF is introducing a new translucent gelée texture: “Moisturesque Face Delight” is a light face care formulation that combines the

properties of a gel network with the benefits of a biomimetic structure. This new structure provides the formulation with a melting gelée texture that hydrates the skin with a soft silicone-like touch and an indulgent care sensation.

‘Ahead of time’ with Colors & Effects

BASF also brings new styling options based on its latest innovations from their Colors & Effects branded effect pigments. In the in-cosmetics Make-Up Bar, the company will showcase their Spring / Summer 2019 Color Trend forecast, titled *Ahead of time*. Product launches from the Colors & Effects brand of pigments include Gemtone® Radiant Nude G016, a nude or skin tone shade effect pigment with excellent chromaticity and lightness; Flamenco® Summit Magenta 9480H, an intense magenta interference effect pigment with exceptional chroma and brilliance; and Reflects™ Dimensions Brilliant Bronze GB90D and Copper GC90D, which provide clean, brilliant metallic colors with high sparkle characteristics.

Hugely popular: Innovation Zone and seminars

The Innovation Zone (booth HH50) invites visitors to explore new product launches. Around 100 new products will be showcased, including BASF’s new effect pigments and the active ingredient Collalift 18. In addition, in innovation seminars, BASF experts will share their knowledge and market insights:

Innovation seminars			
Date & time	Speaker	Topic	Location
Wednesday April 5, 2017 2.40 a.m. – 3.10 p.m.	Guadalupe Pellón	Nutrilan® Keratin LM and Gluadin® Kera-P LM – “Micro-Proteins” for Hair Care	Theater 2
Thursday April 6, 2017 9.20 – 9.50 p.m.	Florence Trombini	Collalift™ 18 – The Skin Matrix Lifter from African mahogany bark extract	Theater 1

About the Care Chemicals division at BASF

The BASF division Care Chemicals offers a broad range of ingredients for personal care, hygiene, home care, industrial & institutional cleaning, and technical applications. We are the global leading 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. Superabsorbent polymers developed for the full spectrum of hygiene applications complete the range. 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 the Colors & Effects brand

The Colors & Effects brand encompasses BASF's well-known expertise in colorants and effect pigments for the coatings, plastics, printing, cosmetics and agriculture markets. Fueled by entrepreneurial spirit, BASF's experts enable innovation and growth. For our customers and our company: We live colors. We boost effects. For more information about the Colors & Effects brand, visit www.colors-effects.basf.com.

About BTC Europe

BTC Europe belongs to the world's leading chemical group, BASF – We create chemistry. BTC Europe GmbH is BASF's European sales organization for specialty chemicals. Our strengths lie in our knowledge of the industry, based on many years of experience, and our proximity to our customers. With its 11 regional offices and more than 450 employees in Europe, BTC supplies small and medium-sized customers from a wide variety of industries with about 6,000 products. BTC is headquartered in Monheim am Rhein. Further information on BTC is available on the Internet at www.btc-europe.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.