

# News Release

January 26, 2022

## **BASF launches Peptovitae™ series – a new range of dermocosmetic peptides helping to revolutionize the cosmetics industry**

- **An exclusive supply agreement with Caregen enables BASF to expand its dermocosmetics portfolio**
- **Peptovitae™ series addresses a broad range of skin concerns allowing customers to develop innovative and differentiated solutions**
- **Initially launched in Asia, the new bioactive will be available in other regions during the course of 2022**

**Hong Kong, China – January 26, 2022** – BASF today launched Peptovitae™, a series of four patented peptides that represent a new generation of scientifically developed biomimetic peptides. Peptovitae™ was developed in Asia through an exclusive relationship with Caregen, a Korean-based company and global leader in biomimetic peptide research and development.

The Peptovitae™ series addresses a wider range of skin concerns than are traditionally associated with the use of peptides. These new bioactives from BASF's Care Creations® address personal care skin benefits related to combatting the signs of aging (Peptovitae™ Matrix), enhancing the brightness of skin (Peptovitae™ Bright), soothing skin prone to dryness and itching (Peptovitae™ Derma) as well as calming and moisturizing skin (Peptovitae™ Clear). In doing so, BASF is providing consumers of all ages with the means to achieve their beauty aspirations.

The double-layered, liposome-based encapsulation system used in the Peptovitae™ series allows finished products to deliver the benefit of these biomimetic peptides to skin appearance. “BASF has adapted these peptides to ensure they meet cosmetic industry standards, thereby making these products available to our customers and consumers,” said Viju Jose, Vice President, Personal Care Solutions, Care Chemicals, BASF Asia Pacific.

“Increasingly, consumers are looking for safe and effective skin care-regime-based solutions with high efficacy as an alternative to procedure-based treatments to address their personal skin needs. The strong growth of dermocosmetics in China and the doubling of the share of dermocosmetics in the global beauty market over the last 15 years are evidence of the robust growth in products containing peptides and the shift by consumers towards biomimetic skin care regimes,” added Eunice Jeong, Head of Regional Market Development, Personal Care Solutions, Care Chemicals, BASF Asia Pacific.

Developed in Asia for global consumer needs, Peptovitae™ delivers unique biomimetic peptides thanks to the partnership with Caregen, a leader in biomimetic peptides. The resulting products offer potent, proven efficacy to address consumers’ skin needs.

#### **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 detergent and cleaner 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).

### **About Caregen**

Caregen, a peptide-based biotechnology company, has acquired more than 360 patents for peptide substances since its establishment in 2001, and has the highest level of capability in Korea in the field of functional peptide research and development. It was listed on the KOSDAQ market in November 2015 and is currently exporting to 130 countries around the world, raising the status of Korea as a technological powerhouse. It operates the 1st and 2nd plants in Gunpo city and the plant for mass synthesis of peptides in Hwaseong. In addition to functional medical devices, it has been expanding its business to the fields of peptide-based health functional foods and pharmaceuticals.