

# News Release

## **BASF receives NPA's Novel Ingredient and Science Award for its portfolio of natural cosmetic ingredients**

FLORHAM PARK, NJ, July 10, 2018 – The Natural Products Association (NPA) recognized [BASF](#) for having the largest selection of ingredients for cosmetic manufacturers who want to certify their products according to the NPA Natural Standard. The 25th Annual NPA Awards honors outstanding individuals in government and businesses that have made valuable contributions to the success of the natural products industry.

“BASF is a truly innovative company that continues to deliver new natural alternatives for consumers year in and year out,” said Daniel Fabricant, Ph.D., President and CEO of NPA. “We are pleased to honor BASF for their contributions to our industry and to NPA, the largest and oldest association for natural products.”

The NPA handed out its awards during their annual conference The Big Natural in Las Vegas recently. NPA's [Natural Standard and Certification for Personal Care Products](#) is a set of guidelines that dictate whether a product can be deemed truly “natural”, and comes to protect and educate consumers with the goal of maximizing their wellbeing. The standard encompasses all cosmetic personal care products regulated and defined by the Food and Drug Administration (FDA), and is based on four evaluated criteria: natural ingredients, safety, responsibility and sustainability.

“Natural and sustainable solutions are clearly valued by a growing portion of consumers and our customers need trustworthy and recognized partners in order to enable their natural products' offering,” said Daniele Piergentili, Vice President, Home & Personal

Care, North America for BASF. “This award is a testament to our continued commitment to lead in the field of natural ingredients with our innovation portfolio.”

The NPA award comes on the heel of several other recent award nominations for BASF’s Care Creations™, including the CEW Beauty Award nomination for the ingredient Dermagenist®, and the Independent Chemical Information Service (ICIS) award nomination for product innovation for the BASF surfactants.

The BASF portfolio for natural cosmetics ranges from basic raw materials – like surfactants and emollients – to additives and active ingredients. Besides the NPA Natural Standard, BASF supports their customers also with all necessary information and data for the COSMOS and NATRUE standards as well as the ISO 16128 norm. Around 130 ingredients developed by BASF for personal care applications have already been registered with COSMOS and more than 50 of the products are evaluated according to the NATRUE criteria. That makes BASF the largest provider of raw materials that are suitable for natural and organic cosmetic products under the COSMOS and NATRUE standards. Learn more about BASF’s solutions for personal care at <https://www.carecreations.basf.com/product-formulations>

#### **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 cleaning 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](http://www.care-chemicals.basf.com).

#### **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 18,200 employees in North America, and had sales of \$17.9 billion in 2017. For more information about BASF’s North American operations, visit [www.basf.com](http://www.basf.com).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 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 €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).