

## News Release

### **BASF at PCHi 2021: Digitalization and tailor-made solutions for future cosmetics**

- **Asia Pacific focused digitalization solution D'litE<sup>3</sup>™ X showcased**
- **Tailor-made solutions launched to meet consumers' expectations and market trends**
- **BASF at PCHi: Booth 1H126 at Hall 1, Shenzhen Convention and Exhibition Center, Fuhua Third Road, Futian District, Shenzhen, China, March 24-26, 2021**

**Shanghai, China – March 22, 2021** – BASF Care Creations® is showcasing a range of personal care concepts and formulations under the theme of “Digitalization for Infinite Beauty” at The Personal Care and Homecare Ingredients (PCHi) 2021 trade show.

As the largest beauty and personal care market in the world, China offers a unique combination of fast-rising affordability as well as aspiration for beauty and quality of life, creating significant market opportunities which require catering to diversified customer needs and wants. Combining deep consumer insights with advanced research expertise, BASF has made available a series of innovative solutions catering exactly to these market needs. “As a leading supplier of innovative ingredients for the beauty and personal care industries, BASF is highly committed to the market, and will continue to invest in innovation, production and go-to-market capabilities, to support customer growth. We collaborate with our customers to tailor-make solutions including market concepts, prototype technology and high-quality ingredients, to meet the evolving needs of consumers. And digitalization is significantly speeding up this cooperation”, said Dr. Yafu Xu, Head of Business Management, Personal Care, Greater China, BASF's Care Chemicals division.

## **Digitalization solutions for the personal care industry: *D'litE*<sup>3™</sup> X and EcoSun Pass**

*D'litE*<sup>3™</sup> X is all-in-one app that offers First & Fast solutions for personal care professionals in Asia Pacific. It streamlines the product development process by providing information from consumer analytics to ingredient level data at your fingertips. The app's data is analyzed by our proprietary algorithm and is curated by in-house experts, thereby offering inspiration on what's the solution that best fits a brand, based on product and brand insights. Visitors at PCHi can try *D'litE*<sup>3™</sup> X on electronic devices at our booth and use it to provide feedback on formulations displayed.

Consumers are increasingly aware of the impact sunscreens can have on ecosystems, including the well-being of coral reefs. As one of the global market leaders of sun care ingredients, BASF has taken up the challenge of developing EcoSun Pass, an evaluation tool that measures the environmental impact of sunscreen products. EcoSun Pass defines ecological effects by evaluating various parameters, such as acute aquatic toxicity, chronic aquatic, endocrine disruptor activities and more. Based on the evaluation results derived from a matrix of scientific criteria, the BASF Personal Care team will optimize ecologically friendly sunscreen formulations and technology systems and enable the industry to develop more eco-compliant sunscreen formulations.

### **Key trends in Skin Care: Hydration, anti-aging, sensitive skin**

Inspired by the Noble Prize in Chemistry, 2003, named "*Discoveries concerning channels in cell membranes*", BASF created a brand-new solution for deep hydrating and moisturizing effects: the booster of cellular water channels, Hydagen® Aquaporin. Having 100 percent natural origins, Hydagen® Aquaporin supports the transportation of moisture in skin and stimulates water channel formation between skin cells. Consumer clinical testing has proved its instant and long-term effectiveness.

With anti-aging awareness prevailing in the market, the age at which people use these products is getting younger, and their requests are becoming more diverse. To meet the needs of the latest anti-aging market, BASF has launched a series of formulations and ingredients, including Retinyl Propionate and Rejuvenol™ for anti-aging as well as Collrepair™ DG BC10036 and Shadownyl™ for anti-glycation.

Formulations for sensitive skin based on 100 percent naturally derived emulsifiers and emollients as well as bioactive ingredients such as, Inolixir™, Relipidium®, PatchH<sub>2</sub>O™, and Phytosoothe™ LS 9766, can enhance the skin defense barrier and soothe skin from irritation.

## **Key trends for hair, body and oral care: scalp care, mild cleansing, color protection**

Deeply involved in the hair care industry, BASF provides complete solutions from mild surfactants to actives. These include Plantapon® Amino, Plantapon® LGC Sorb, Asebiol® for oil control and refreshing properties, Phytosoothe® and Anasensyl® for soothing and anti-inflammation, and Trichogen® for hair growth.

BASF created a make-up removal technology, Formulations Trilogy, featuring mild cleansing, deep cleansing, and innovative formats. The highlights of this formulation include mild emollients Cetiol® series, recently launched multiple functional oil thickening ingredient Plantasil® LA and moisturizing active PatchH<sub>2</sub>O®, giving consumers a cleansing experience with comfort and fun.

BASF offers trendsetting solutions for dyed and bleached hair with color protection, aimed at the younger generation. The full solution brings various hair care benefits, including mild cleansing with sulfate-free surfactants, nutrition and protection with proteins and polymers, and long-term hair health with actives.

BioToLife™, one of our latest innovations, brings nature back into urban life, by restoring harmony to the micro-ecosystem in our body in a natural way. BASF uses a unique Sophorolipid as its active ingredient, originally fermented from a natural strain of *Starmerella bombicola* yeast, derived from vegetable oil and sugar. This technology can be used in oral care for the inhibition of harmful microbials in the mouth. And in haircare (shampoo) for improving scalp health, via effective harmful biofilm removal mechanism.

## **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).