

News Release



SEPAWA 2017: BASF showcases solutions to meet current market trends

- **Performance, convenience and sustainability: the latest trends driving new developments in detergents and cleaning products**
- **Vegan polymer Rheocare® XGN and natural based micro-emulsion Emulgade® MEC/MB allows for personal care solutions – from oral care to wet wipes – inspired by nature**
- **BASF presents new translucency technology “Luxurious Crystals” for elegant skin care products**

Berlin, Germany – October 18, 2017 – At Berlin's first SEPAWA congress from October 18 – 20, BASF will be presenting the company's latest solutions for applications in the Home Care and Industrial & Institutional (I&I) Cleaning Solutions and Personal Care markets. BASF shares booths 171-174 and 186-188 with its European sales company, BTC Europe.

On trend: efficient detergent and cleaning solutions

Consumers today want detergents and cleaning products that are effective, efficient and economical all at once. These products also have to meet textile and furnishing industry trends and cope with a constant stream of new fibers and surfaces.

Functional clothing is enjoying increasing popularity and more and more consumers have high-efficiency washing machines in their homes. These machines need less water, energy and detergents and have a gentler spin cycle while taking higher loads. All the same, consumers still expect dazzlingly clean, fragrant laundry and

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performance excellence from their detergent of choice.

Consumers also expect convenience and easy handling from their dishwasher detergents. Today's users prefer to buy all-in-one tabs rather than separate powder, salt and rinse aid for their dishwashers. Tabs get the dose right, won't spill, produce good cleaning results and leave the dishwasher sparkling clean after each wash.

But as well as expecting perfectly washed clothes and dishes, consumers are increasingly conscious of the importance of sustainable solutions. Increasing environmental awareness and the desire for a safe and healthy lifestyle are fueling demand for sustainable raw materials and ecolabeling. BASF offers solutions in the context of its circular economy strategy.

The trend applies equally if not more so in industrial and institutional cleaning. Primary concerns in the industry are safe handling of cleaning products for employees, convenience in use, perfect cleaning performance and safety in public areas, and high efficiency to meet the standards of major industrial operations.

BASF offers a wide range of solutions for all the various trends in the detergents and cleaning products industry in Home Care and I&I to keep customers happy now and in future.

<https://dishwashing.basf.com/>
<https://laundry.basf.com/>
<https://circular-economy-cleaning.basf.com/>

Rheocare® XGN: the vegan, stabilizing and thickening polymer

Rheocare® XGN is the first polymer launched by BASF based on pure vegan Xanthan Gum. It is 100 percent based on renewable feedstock and not produced from genetically modified organisms (GMO). Rheocare® XGN is a powerful thickening agent and stabilizer for emulsion and surfactant based formulations. It creates crystal-clear formulations, has a high electrolyte and ethanol tolerance, can be processed cold and is easy to use even without neutralization step. This highly flexible polysaccharide can be used for various cosmetic

applications and is suitable for oral care. Rheocare® XGN is COSMOS compliant.

Emulgade® MEC/MB paves the way for nature inspired wipe formulations

The personal care wet wipe market is also turning toward natural, ethical and environmentally friendly products. BASF is addressing this market trend with Emulgade® MEC/MB. The new micro emulsion concentrate is based on a combination of mild cleansing surfactants and moisturizing skin care ingredients and does not contain ethylene oxide derivatives. More than 70 percent of the concentrate is derived from natural, renewable feedstocks. The palm kernel oil used by BASF to produce the ingredient is only sourced via the Mass Balance (MB) supply chain system of the RSPO. Its strong cleansing performance and make-up removal efficacy even for waterproof mascara could be demonstrated by in-vivo tests and a new measuring method developed by BASF. Wet wipe formulations based on Emulgade® MEC/MB show a good eye tolerability and a very good skin compatibility even for people with sensitive skin.

Translucency technology “Luxurious Crystals” for elegant skin care products

The trend towards luxury continues in the personal care market. Consumer desire for elegant skincare products is growing rapidly. BASF's new “Luxurious Crystals” translucency technology enables formulators to create a wide range of leave-on skincare products from a translucent to a translucent milky appearance, with a premium sensory experience ranging from luxurious powder to elegant and silky. The concept comprises five formulations that combine the properties of hydrogels and oil-in-water emulsions without using silicones. The translucency technology allows for formulations with large oil droplets or large fluid crystalline structures stabilized by a strong polymer gel network. Thus, less light is being scattered on the surface while the remaining part is transmitted. This contributes to the luxurious appearance of skin care products.

Exchanging expertise

Experts from BASF will be taking part in the 'Forum for Innovations' and the 'European Detergents Conference'. Here is an overview of the presentations:

Thursday, October 19			
Time	Speaker	Topic	Event location
09:00 – 09:15	Menno Hazenkamp	Smart Disinfection Toolkit: Optimizing Disinfection Formulations	Hall 1
16:15 – 16:30	Darshan Patwardhan-Huber	I&I EU-Ecolabel Building Cleaners According to New Criteria	Hall 1
Friday, October 20			
Time	Speaker	Topic	Event location
11:00 – 11:30	Torsten Clarius	Balancing the Skin Microbiota by Strengthening the Skin Barrier Function and Supporting Skin-Own Pathogen Recognition	Hall 2

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 on the Internet at www.care-chemicals.basf.com.

About BTC

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.