

News Release

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BASF receives innovation awards for Euperlan® OP White and new face mask concept

- **Industry consulting agency BSB honors important contributions for innovative ingredients and cosmetic products**
- **Euperlan® OP White offers a wax-based, readily biodegradable alternative to synthetic polymer opacifiers**
- **New face mask concept takes up latest trends in skin care and offers the right mask for every purpose**

Paris, France – April 8, 2019 – BASF's Care Creations™ has twice been awarded the BSB Innovation Prize 2019: Euperlan® OP White, an eco-friendly alternative to synthetic opacifiers, received second place in the "Functionals and Recipients" sub-category of "Cosmetics". The face mask concept was awarded with the third place in the category "Applied Concepts". The consulting agency BSB rewarded all winners during in-cosmetics, the international trade fair for cosmetic ingredients, in Paris.

"We are constantly seeking innovative and eco-friendly solutions for the personal care market. Consumer trends and needs clearly show us the way. These awards prove that we are on the right track – and we are keen to fulfill the high demands of our customers in the future as well," said Ulrich Issberner, Director Operative Marketing Personal Care Europe.

BASF's award-winning offers

Euperlan OP White is a wax-based, readily biodegradable and cold processable opacifier dispersion with a superior white appearance for surfactant formulations. The product meets today's demand for ecologically friendly ingredients, and its unique properties make it particularly suitable for eco-label-compliant skin and hair cleansing formulations. BASF is the leading supplier of cold processable wax dispersions for personal care that provide optical effects in rinse-off products. Euperlan OP White complements BASF's current portfolio of pearling wax dispersions and can be used as an alternative to synthetic polymeric opacifiers.

Face masks are the fastest growing skin care sector. The range of new products is increasing with extremely high speed. All the more difficult has it become for manufacturers and consumers not to get lost in this world of masks. For its **face mask concept**, BASF has selected the latest trends to offer the right product for every purpose – from anti-pollution effects via clay, natural retinol alternatives for gentle skin renewal, through to K-Beauty, the latest beauty trend in Korean cosmetics.

The German consulting agency BSB has been issuing its Innovation Awards since 2003. The awards are given to innovative goods in the cosmetics sector in three superordinate categories: Cosmetics, Natural Products, and Concepts.

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 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. 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 BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF

generated sales of around €63 billion in 2018. 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.