

News Release

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BASF's Bix'Activ® boosts African skin

- **Placebo-controlled study confirms efficacy of Bix'Activ® on oily African type of skin**
- **The active ingredient is 100 percent natural and based on seeds from the *Bixa Orellana* plant**

Duesseldorf-Holthausen, Germany – September 11, 2019 – While 35 percent of people worldwide grapple with oily skin, the topical solutions available are often not suitable for African type of skin. This skin type not only tends to produce more sebum, it also has a different composition of sebum and skin lipids, and shininess can be more pronounced. Therefore, personal care products need to be customized to its unique requirements. A clinical study in Mauritius has confirmed that BASF's Bix'Activ® is especially effective on oily African skin.

Customized solutions for African type of skin

An overproduction of sebum and resulting shininess are a common concern when it comes to African skin. In an *in-vivo* study in 2018, Bix'Activ proved to decrease sebaceous gland activity, pore size and skin imperfection in an Asian population. A new placebo-controlled clinical study has now confirmed the efficacy of Bix'Activ for the unique characteristics of the African skin type, too. The study showed a decrease in sebum excretion to the skin surface by 44 percent and an 11 percent reduction in shininess compared to the first day of the study (D0). Furthermore, in a self-assessment, a significant majority of volunteers reported an improvement in their skin's appearance. For instance, 93 percent perceived their skin to be less oily, while 90 percent felt their skin looked healthier.

***Bixa Orellana* seed extract targets root causes of oily skin**

Oily skin is a result of hyperactive glands that produce excess sebum. Its causes are manifold, ranging from hormonal changes, to environmental factors (e.g. weather or air pollution) and lifestyle (e.g. consumption of alcohol, a diet rich in dairy products and sugar). An extract of *Bixa Orellana* seeds, Bix'Activ addresses the dermatological roots of this skin condition by restricting overproduction of lipids in sebaceous glands. The active ingredient conforms to the COSMOS standard for natural and organic cosmetics and is suitable for use in NATRUE-certified formulations.

Developing customized personal care products for African type of skin is part of BASF's overall strategy to develop consumer-oriented solutions for the sub-Saharan African beauty market.

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.