

News Release

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Cosmet'Agora 2020: BASF focuses on millennials and back-to-nature trend

- **“Being Millennials” concept provides tailored formulations for young consumers**
- **BASF supports the back-to-nature trend with sustainable supply chains and a broad eco-friendly ingredients portfolio**
- **At the Formulation Awards, BASF is set to present its “Warming Massage Mask” formula for a relaxing skin sensation**

Paris, France – January 14, 2020 – At this year’s Cosmet’Agora from January 14–15 in Paris, BASF’s Care Creations® will present its “Being Millennials” concept and showcase a range of solutions with natural-based ingredients at booths 158-159-160. “The personal care sector is a fast-changing industry with an impact that goes far beyond daily beauty routines”, said Marine Belthé, Marketing Manager at BASF Personal Care Europe. “Millennials see the beauty sector as a way of celebrating diversity, and the choice of products can be an expression of one’s emotional attachment and sense of responsibility for nature. With our broad portfolio and expertise, we support our customers in developing tailor-made solutions that meet the growing demands of consumers.”

“Being Millennials”: Catering to the industry’s key audience

A different world, a different world view: Millennials, the generation born between 1985 and 1999, have grown up in a time of rapid change – providing them with a set of priorities and expectations that differ sharply from previous generations. Now

in their twenties to mid-thirties, they will be the largest living generation by 2025 and represent three fourths of the world's working population. That brings them into the limelight as the beauty industry's most important target audience.

For its new "Being Millennials" concept, BASF has identified three personas that characterize prominent subgroups of this generation: the Natural Lover, the Digital Player and the Healthy Beauty Sponsor. The Natural Lover is authentic, stays in touch with nature, and is deeply aware of the need for sustainability and responsible consumption. The Digital Player satisfies its strongest needs and wishes with products endorsed by their online friends and followers. Meanwhile, the ambitious, powerful and athletic Healthy Beauty Sponsor expects to be able to buy products and brands with safe ingredients, minimalist formulas and total transparency. For each of these personas, BASF has developed various formulas with carefully selected ingredients.

Back to nature with BASF ingredients

As consumers become increasingly aware of the origins and environmental impact of personal care products, manufacturers are adapting to this trend. "Ethical and sustainable sourcing, traceability, renewable-based feedstock and safe ingredients – that's what consumers are paying attention to today," explained Valérie Pian-Parison, Marketing Manager at BASF Personal Care Europe. "'Back to nature' has become one of the industry's most important drivers in the past year. To support this market transformation, BASF has taken several measures." Examples include BASF's decision to offer its portfolio of palm-based specialties exclusively as certified sustainable, its move to join a multi-stakeholder project to produce the first Rainforest Alliance Certified™ coconut oil in the Philippines, and the creation of a sustainable supply chain for ingredients from the rambutan tree, which improves environmental and social standards. Moreover, BASF is an active member of the Alliance to End Plastic Waste, and is working on increasing plastic chemical recycling with its "ChemCycling" initiative.

Eco-friendly BASF ingredients for environmentally conscious consumers that will be presented at Cosmet'Agora include the recently-launched Texapon® SFA, a very mild anionic surfactant suitable for tear-free rinse-off formulations, shampoos and bodywash products. It provides a creamy, rich foam, enhances conditioning and enables the deposition of cationic polymers. Texapon SFA is 100 percent derived from renewable feedstock, readily biodegradable, and certified according to the

RSPO Mass Balance supply chain model. Using a hybrid technology, BASF developed Dehyton® SFA based on Texapon SFA and betaine. It is cold-processable, easier to formulate and comes with very low risk of eye irritation. It is extremely gentle on the skin and mucous membranes and can be used as a micellar thickening agent in formulas.

As alternatives to silicones, BASF brought along the light volatile emollient Cetiol® Ultimate and Cosmedia® Gel CC, a modified hectorite that helps create modern, elegant textures with a powdery, waxy and dry after-feel.

BASF presents revitalizing massage formula at the Formulation Awards

At this year's Formulation Awards, which will be hosted by the French Society of Cosmetology on the first day of the fair, BASF will present its "Warming Massage Mask" formula, an anhydrous powdery balm that warms up when massaged into facial skin. Cosmedia® Gel CC combined with Cutina® HR Powder helps obtain consistency, while Lanette® 22 and the emollient Cetiol® SB 45 give it a soft balmy texture and provide a relaxing melting sensation on the skin. The "Warming Massage Mask" formula offers an at-home spa treatment that leaves the skin looking healthy, fresh and revitalized.

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.