

# News Release

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## SCS Formulate 2021: BASF addresses consumer needs with natural solutions for the personal care industry

- **Hydagen® Clean: COSMOS-approved, natural polymer for exceptional textures**
- **Seanactiv™: fucoidan-rich algae extract to refresh and revitalize the eye contour**
- **Inolixir®: 100 percent natural booster from the chaga mushroom for clean, personalized, and efficient cosmetic solutions**

**Coventry, United Kingdom – November 16, 2021** – At this year’s SCS Formulate on November 16 and 17 in Coventry, BASF’s Care Creations® will focus on the consumer need for natural, more sustainable cosmetics. “Consumer demand for natural cosmetics is growing rapidly, prompting the personal care industry to find eco-friendly alternatives to traditional ingredients. We have a large portfolio of biodegradable solutions from renewable resources and are continuously expanding our offering with new innovations to help our customers meet this consumer trend,” said Samantha Cole, Business Manager UK & Nordics. Together with its European distribution organization BTC Europe, BASF will share stand 511 and present their latest solutions for the personal care industry.

### **Hydagen® Clean: natural texturizing polymer**

With the COSMOS-approved texturizing biopolymer Hydagen® Clean, BASF now offers another natural alternative to synthetic polymers. The cold-processable rheology modifier, obtained from the tuber of the konjac plant native to southwest China, is suitable for aqueous systems like gels, fluids and serums, as well as

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more novel formats such as patches, jellies and peel-off formulations. Its film-forming and gelation properties allow for exceptional textures. It is the perfect addition to BASF's Care Creations existing biopolymer portfolio, which is built on a class of natural rheology modifiers including Rheocare® XGN (pure vegan xanthan gum) and Hydagen® 558 P (based on algae).

**Seanactiv™: fucoidan-rich algae extract helps to refresh and revitalize the eye contour**

The eye area is the first part of the body to reveal visible signs of fatigue, stress, an unhealthy lifestyle and aging. With Seanactiv™, BASF's Care Creations has developed a new ingredient based on the organic-certified marine algae *fucus vesiculosus* that improves eye contour appearance within the first week of application. The ingredient harnesses the power of the active fucoidan molecule present in the algae to provide a three-step action: it improves the appearance of both dark circles and crow's feet wrinkles and enhances skin luminosity of the eye area for a fresher, healthier complexion. Seanactiv is 99.8 percent from natural origin and complies with the COSMOS standard for natural and organic cosmetics.

**Inolixir®: the boosting shot of well-being for healthy skin**

Consumers are looking for personalized cosmetic products in appealing formats. Recent studies proved that BASF's multifunctional bioactive ingredient Inolixir® can also be applied as a hyper-concentrated and ready-to-use booster, addressing the consumer need for efficient cosmetic solutions. Only one drop of the booster is equivalent to 6 percent Inolixir in a market product. The booster can be easily combined with different face care products, allowing for personalized beauty routines. Inolixir benefits from all the nutrients and properties of the chaga mushroom thanks to subcritical water extraction – an innovative and eco-friendly extraction method using heated, pressurized water instead of organic solvents. In clinical studies, the booster was proven to help to promote a more youthful appearance by reducing undereye fine lines (13 percent after 28 days), nasolabial fold depth (17 percent after 14 days) and cheek roughness (19 percent after 14 days). Secondly, it helped to restore skin radiance by reducing cheek redness (16 percent after 28 days) and improving skin luminosity (4 percent after 28 days). Using the booster once a day, consumers experienced visible benefits in as little as 7 days.

## Exchanging expertise

Experts from BASF have prepared lectures for the “Inspire” presentation program and the Sustainability Studio.

Tuesday, November 16			
Time	Speaker	Topic	Location
10:00 am	Christian Somigliana/Andrea Tomlinson	How will the EU Green Deal impact the Personal Care Industry of the Future?	Sustainability Studio
12:10 pm	Andrea Tomlinson	Natural Solutions for Skin and Hair from BASF's Care Creations	Room A
02:30 pm	Tony Heslop	Climate Change and How to Make a Difference: BASF's Carbon Literacy Journey	Sustainability Studio
Wednesday, November 17			
Time	Speaker	Topic	Location
10:00 am	Christian Somigliana/Andrea Tomlinson	How will the EU Green Deal impact the Personal Care Industry of the Future?	Sustainability Studio
02:30 pm	Tony Heslop	Climate Change and How to Make a Difference: BASF's Carbon Literacy Journey	Sustainability Studio

### 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](http://www.care-chemicals.basf.com).

### About BTC Europe

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 500 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](http://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. 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).