

# News Release

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## **BASF launches Verdessence™ RiceTouch, a new biopolymer for a smooth and powdery light skin feel, suitable for a broad range of personal care products**

- **Verdessence™ RiceTouch's capability of absorbing various oils indicates decreasing oily sensation in the formulation**
- **A natural sensory powder from non-GMO rice locally produced in the European Union**

**Düsseldorf, Germany – June 30, 2022** – A new addition hits the Verdessence™ product family: BASF's Care Creations® is launching the new biopolymer [Verdessence™ RiceTouch](#) on the global market. This plant based sensory powder with small particle size provides powdery light and smooth skin feel and is ideal for matte type cosmetics. It is perfectly suited for various fields of natural and organic cosmetics including face and body care, hair care and body cleansing, color cosmetics and sun care while reducing greasiness of formulations.

Produced from non-GMO rice, Verdessence RiceTouch offers a high quality and excellent oil absorbency. The biopolymer's compatibility in different formulations results in shine control and a mattifying effect. Stickiness reduction and spreading enhancement are additional benefits. This free-flowing and low dust powder exhibits low microbial count.

## **A natural biodegradable alternative to synthetic sensory modifiers**

Like other members of the Verdessence product family, Verdessence RiceTouch wins over thanks to its strong sustainability benefits. Deriving from natural 100% renewable feedstocks, this biopolymer is not only readily biodegradable but also does not contain any preservatives. No chemical modifications are needed during the production process.

“Sensory is an important attribute for consumers when it comes to the selection of cosmetic products. With Verdessence RiceTouch, we use one of nature’s offerings of bio-sourced alternatives to synthetic sensory modifiers. We are delighted to deliver an ingredient with high performance and excellent sensorial properties, while meeting the demand for sustainable cosmetic products at the same time,” states Dr. Natalia Chudinova, Marketing Manager for Market Development Face/Skin Care.

Verdessence RiceTouch can be used alone or in combination with other biopolymers such as Verdessence™ Tara, Verdessence™ Alginate and Verdessence™ Xanthan, allowing to formulate a broad range of leave-on applications e.g., creams and lotions, AP deos, foundations, eye shadows, dry shampoos, and anhydrous products amongst others.

Verdessence unites the company’s holistic range of biopolymers for personal care applications manufactured from sustainable raw materials. With this recently introduced trademark, BASF further expands its biopolymer portfolio for leave-on and rinse-off products and sets a landmark in its commitment to innovate in this area. All ingredients in this portfolio are made from natural and renewable feedstocks and are biodegradable.

### **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 BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 111,000 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 comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €78.6 billion in 2021. 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).