

# News Release

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## BASF Personal Care receives BSB Innovation Price in three categories

- **Second place in the category “cosmetics/raw materials – active substances”:** Probiolift™ and Postbiolift™, two biotic ingredients based on a bacterium found in youthful skin
- **Second place in the category “natural products/raw materials – actives”:** Enameguard™, a naturally derived oral care product that supports and restores the mouth’s mineral balance
- **Third place in the category “cosmetics/raw materials – functionals and recipients”:** Euperlan® NL Pearl, the first COSMOS compliant, wax-based pearlizer made for rinse-off applications

**Barcelona, Spain – March 29, 2023** – BASF’s Personal Care business has thrice been recognized with the 2023 Innovation Price by the German consulting agency BSB. “It’s a great honor and a reward for the fantastic work of our research and development teams, who are passionate about translating consumer desires into high-performance cosmetic ingredients,” said Renata Oki, Head of Personal Care Market Development EMEA.

**Probiolift™** and **Postbiolift™**, BASF’s new active ingredients to support graceful skin aging, have been awarded the second place in the category “cosmetics/raw materials – active substances”. Based on *Lactobacillus crispatus*, they are among the first biotic dermocosmetic ingredients derived from bacteria that are naturally present on the skin. Probiolift in particular is a game changer in the field of healthy-aging skin care since it is based on a living skin bacterium.

Within the category "Natural products/raw materials – active ingredients", BASF's **Enameguard™** has won the second place. The naturally derived hydrolyzed wheat protein product restores the mouth's mineral balance. It supports the buffering effects of saliva and aids in the natural remineralization of tooth enamel.

Awarded the third place in the category "cosmetics/raw materials – functionals and recipients", **Euperlan® NL Pearl** is the first COSMOS compliant, wax-based pearlizer made for rinse-off applications. It combines excellent hair care performance with sustainability benefits, being readily biodegradable and suitable for certified natural cleansing concepts according to COSMOS standards.

BSB has been issuing its Innovation Awards since 2003. The awards are presented to innovative solutions in the cosmetics sector for finished products, raw materials, applied concepts, and industrial processes in different categories.

BASF's award-winning ingredients are just one recent example of how the company's Care Chemicals Division is addressing future challenges. Sustainability, digitalization, innovation and new approaches to working together are the key cornerstones to [Care 360° – Solutions for Sustainable Life](#).

#### **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. More than 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 €87.3 billion in 2022. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).