

News Release

P310/23e
September 27, 2023

Epispot™: BASF Personal Care introduces a new cosmetic ingredient targeting blemish-prone skin

- Triple action addresses the #NoFilter skincare trend for authentic beauty
- Effect on skin oiliness tested on an advanced *ex vivo* 3D model that visualizes the functioning of the skin's sebaceous glands
- Sustainable, organic certified harvest of *Epilobium angustifolium* in line with the Responsibly Active program for bioactives

Pulnoy, France – September 27, 2023 – With [Epispot™](#), BASF Personal Care launches a sustainably sourced cosmetic ingredient that enhances beauty and self-confidence for people with blemish-prone skin. This skin issue affects consumers worldwide, regardless of their gender, age, or ethnicity. The characteristics are manifold, ranging from shiny skin and enlarged visible pores to spots and blemishes. Addressing the root causes of an imbalance affecting lipids, microbiota, and the skin's natural defense system, Epispot reduces skin shine, improves the appearance of facial pores, and promotes a healthy complexion. The new ingredient is thus in line with the #NoFilter trend in skincare and meets consumers' desire for an authentic, flawless look without relying on digital beauty filters. Epispot is an extract of *Epilobium angustifolium*, a plant that is responsibly sourced in France, and is suitable for a wide range of applications, from face serums to cleansers and even makeup formulations.

Triple action clinically proven

The efficacy of Epispot was validated in a randomized, split-face study with 34 female volunteers. They applied an emulsion with 0.2% Epispot and a placebo

emulsion twice daily for eight weeks. After 56 days, excess skin greasiness was reduced by 37% compared with the placebo. The anti-shine effect was confirmed by the participants in a self-assessment: 88% perceived an immediate matte effect, which lasted all day for 78% of the women. Epispot was also shown to improve the appearance of facial pores after 56 days of application. In the questionnaire, all participants stated that their skin texture was improved, while the majority reported that their skin felt smoother (90%), and pores appeared to be tightened (88%). As a third mode of action, Epispot contributes to a healthy glow: 90% of study participants said their skin appeared healthier at the end of the application period. All test results were backed by comprehensive *in vitro* testing.

Advanced *ex vivo* 3D model visualizes skin architecture

The effect of Epispot on skin oiliness has been tested using a sophisticated *ex vivo* 3D model of the pilosebaceous unit, including the hair follicle, hair shaft, and sebaceous gland. This new model is the result of a two-year internal research program by the company's R&D team. An innovative process makes the 3D skin structure transparent to better visualize skin architecture. Combined with advanced microscopic techniques, it allows for an *in situ* evaluation of the effect of Epispot on skin oiliness at the source.

Raw material responsibly harvested in France

Epispot is obtained through water extraction from the aerial parts of *Epilobium angustifolium*. This plant is also known as fire grass or phoenix flower as it thrives following forest fires and logging operations. It is manually collected by skilled harvesters in France and adheres to the rigorous guidelines set by the AFC, an association of French plant pickers that promotes respectful harvesting techniques to ensure sustainable management of wild plants. Organic certified harvesting is carried out at six different locations to ensure species preservation through thoughtful rotation.

The sourcing approach of Epispot supports the goals of BASF's [Responsibly Active](#) program for its cosmetic bioactives portfolio. The program aims to protect natural resources, support people along the value chain, and includes measures to reduce the company's climate impact and operational footprint. For all three areas, the company has set clear goals for the coming decade, and recently published a [report](#) on progress made in 2022.

Epispot is 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.

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.