

# News Release

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## **BASF partners with BEAUTYSTREAMS to further expand its D'lite digital service for the personal care industry**

- **Monthly trend reports provide valuable insights into current developments across the personal care market**
- **Qualitative data from BEAUTYSTREAMS complement quantitative analyses**
- **New feature available to all D'lite users**

**Ludwigshafen, Germany – May 23, 2023** – BASF Personal Care continues to expand its digital subscription service [D'lite](#) with a new partnership. [BEAUTYSTREAMS](#), the first global beauty industry reference, will provide its expert industry insider perspective in brief monthly trend reports. By highlighting and translating current trends in personal care, BEAUTYSTREAMS offers valuable insights to stay abreast of the rapidly changing market dynamics. The reports will be available in the Concept Collection section of D'lite and will be available to all registered users.

### **Qualitative analysis inspires new product developments**

Thanks to leading external partners, BASF's digital service already features a wealth of quantitative data on brand and social media analytics, consumer insights, market products, and much more. "We are very excited to be working with BEAUTYSTREAMS because their reports perfectly complement our existing service. They contain qualitative statements about current developments in the market and will inspire our customers in their development of innovative personal care products that strike a chord with consumers," said Mai Linh Ong, Product Owner D'lite World.

Active on five continents, BEAUTYSTREAMS provides future insights, product forecasts, consumer analyses, and market intelligence to beauty industry insiders worldwide. “We are pleased to share key proprietary insights with D’lite users and to connect the dots between lifestyle shifts and the resulting implications for the beauty industry. It is a great opportunity to highlight how industry expert perspectives are indispensable for making sense of the myriad of quantitative data,” said Michael Nolte, SVP Creative Director at BEAUTYSTREAMS.

### **Comprehensive digital ecosystem speeds up time-to-market**

BASF’s D’lite ecosystem seamlessly merges multiple real-time data sources from multiple social media pages, blogs, forums, and review sites on more than 3.8 million consumers products and 4,000 brands with the latest BASF product portfolio, concepts and over 3,300 formulations. AI-based product designers such as BASF’s [Emollient Maestro](#) and [Surfactant Navigator](#) extend the integrated digital service. The platform thus supports customers across the globe throughout the entire product development process: from understanding consumers and the market to concept creation, market strategy, formulation development and the launch of the final product. To date, D’lite has users in more than 100 countries.

D’lite 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 of [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).