

# News Release

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## **BASF invites to Sustainable Beauty Days 2023**

- **Live on screen: On November 15 and 16 BASF hosts this year's Sustainable Beauty Days**
- **Thought leaders, scientists, and industry professionals internal and external to BASF highlight current developments and invite participation**

**Ludwigshafen, Germany – October 18, 2023** – BASF invites to the Sustainable Beauty Days 2023. For the second year running, the Personal Care Europe team welcomes participants to interactive sessions on selected sustainability topics and reaffirms its commitment to driving environmentally responsible practices. The audience will get inspiring insights about the businesses of the future presented by Daniela Kleiman, Futurist, Founder, and CEO of FutureFuture. In addition, first-hand impressions on how Indonesian indigenous communities and international companies benefit from the sustainable management of resources will be discussed with Venticia Hukom, Managing Director of the non-profit organization Kaleka.

"We can see that sustainability is increasingly becoming the compass needle for the personal care market. Innovation in our industry requires us to maintain our commitments to protecting our planet and conserving its resources," says Dr Becky Stiles, Head of Applied Sustainability, Care Chemicals, Europe & Asia Pacific. "We want to join forces with our customers on these grand challenges. After our success in 2022, we are excited to have the privilege of renewing this interactive exchange this year."

Topics will include future sustainability trends and challenges, the forward-looking interplay between sustainability and digitalisation, and insights into new ingredient

and formulation developments. BASF's Responsible Sourcing Dialogue will also be part of Sustainable Beauty Days 2023 and will focus on the importance of sustainable and responsible sourcing of palm, coconut, castor, argan, and other renewables as the industry moves more and more from fossil to bio-based raw materials. The sessions will be broadcasted live from BASF's Care Chemicals Customer Experience Center in Ludwigshafen, Germany and will feature a mix of BASF internal experts and exciting external speakers and partners. Participants will join virtually and will be welcomed to submit questions and participate in the interactive surveys during the sessions. Registration is possible via the following link:

<https://www.personal-care.basf.com/sustainability/sustainable-beauty-days-2023>

Sustainability is high on the agenda not only for BASF's Personal Care business, but at the entire Care Chemicals division. Sustainability, digitalization, innovation and new ways of working together are the key cornerstones of the global and holistic approach [Care 360° – Solutions for Sustainable life](#).

### Sustainable Beauty Days 2023

Event	Panelists	Date & Time
<b>Beyond Market Trends: Shaping the Future of the Personal Care Industry</b>	<p>Welcome remarks from <b>Gisela Pinheiro</b>, Senior Vice President, Personal Care, EMEA, <b>BASF</b></p> <p>Featuring <b>Daniela Kleiman</b>, Futurist, Founder, and CEO of <b>FutureFuture</b>, a consulting firm for the future of businesses and businesses of the future</p> <p>Joined by <b>Florence Trombini</b>, Marketing Manager, Beauty Creations, and <b>Johannes Crotogino</b>, Leader Sustainable Innovation Platform, <b>BASF</b>, and moderated by <b>Renata Oki</b>, Head of Market Development, Personal Care, EMEA, <b>BASF</b></p>	November 15, 10 am – 11 am CET
<b>Facing the Future: Digital Services to Accelerate the Development of Sustainable Formulations</b>	<p>Welcome remarks from <b>Annegret Welzel</b>, Vice President – Strategy and Portfolio Management Care Chemicals, <b>BASF</b></p> <p>Featuring <b>Hans-Martin Haake</b>, Head of Application Technology Personal Care Solutions EMEA, <b>Marika Rossetti</b>, Applied Sustainability Manager, Personal Care &amp; Industrial Formulators, Europe, <b>Sascha Pawlowski</b>, Certified Ecotoxicology Chemicals, Department</p>	November 15, 2 – 3 pm CET

	<p>of Product Safety, and <b>Stephanie Acker</b>, Technical Manager Suncare, <b>BASF</b></p> <p>Joined by scientific experts from BASF's laboratories and moderated by <b>Becky Stiles</b>, Head of Applied Sustainability Care Chemicals, Europe &amp; Asia Pacific, <b>BASF</b></p>	
<p><b>Responsible Sourcing: How Supply Chain Sustainability Can Benefit Everyone</b></p>	<p>Welcome remarks from <b>Matthias Maase</b>, Director Global Sustainability, Care Chemicals, <b>BASF</b></p> <p>Featuring <b>Venticia Hukom</b>, Managing Director, <b>Kaleka</b>, an Indonesian, non-profit organization that strives towards the sustainable management of Indonesia's landscapes and seascapes for the benefit of local and indigenous communities and <b>Jutta Stute</b>, Global Sustainability, Home &amp; Personal Care, <b>BASF</b></p> <p>Moderated by <b>Becky Stiles</b>, Head of Applied Sustainability, Care Chemicals, Europe &amp; Asia Pacific, <b>BASF</b></p>	<p>November 16, 10 am – 11 am CET</p>

### 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).