

News Release

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BASF presents its new Emulgade® Verde line of natural-based emulsifiers for personal care at SEPAWA Congress 2024

- **Emulsifier line offers a range of sustainability benefits**
- **Proven mildness for sensitive skin and microbiome-friendly concepts**

Berlin, Germany – October 09, 2024 – BASF's Personal Care business is expanding its portfolio of natural-based emulsifiers. The newly launched ingredient [Emulgade® Verde 10 OL](#) (INCI: Polyglyceryl-10 Oleate) addresses several upcoming trends in the personal care industry. It is suitable for cold manufacturing processes, thus enabling cost, time and energy savings. Additionally, it can serve as single-use emulsifier for sprayable emulsions including sun care sprays. The second emulsifier, [Emulgade® Verde 10 MS](#) (INCI: Polyglyceryl-10 Stearate), is a strong, flexible all-rounder. Together, they are part of BASF's Emulgade® Verde line of emulsifiers, which the company will present at this year's SEPAWA Congress in Berlin at booth A142/151/152 from October 16 to 18, 2024.

New emulsifier line for sustainable personal care

Both O/W emulsifiers are based on 100 percent renewable feedstocks and are readily biodegradable. Furthermore, they are both COSMOS as well as NATRUE approved. According to ISO 16128, Emulgade Verde 10 OL and Emulgade Verde 10 MS can be categorized as "derived natural ingredients", as their Natural Origin Index (NOI) is 1. They are likewise suitable for vegan and cruelty-free formulations. Both emulsifiers are manufactured respecting many of the "Principles of Green

Chemistry” (published by the American Chemical Society). These new emulsifiers are compatible with a broad range of emollients and other commonly used cosmetic ingredients, including synthetic and bio-based polymers.

Proven mildness for sensitive skin and microbiome-friendly concepts

Both Emulgade Verde emulsifiers have been dermatologically tested in an occlusive patch test on volunteers with sensitive skin at recommended use concentrations. No reactions to the test formulations were observed, this confirming their mildness and indicating that Emulgade Verde 10 MS and Emulgade Verde 10 OL are suitable for sensitive skin concepts in terms of skin irritation. Further tests have shown that they are also a good choice for microbiome-friendly concepts, as they help to maintain the natural balance of the microbial communities found on healthy skin. In addition, both were classified as being non-comedogenic in a four-week use test on facial skin.

Lectures at SEPAWA Congress

BASF experts have prepared lectures on the new emulsifier line as well as sustainable formulations in personal care for SEPAWA Congress.

Thursday, October 17, 2024			
Time	Speaker	Topic	Location
11:00 – 11:15 a.m.	Karine Kross Maita, Petra Schulte	New Natural-Based Emulsifier Line in Personal Care!	Room 9
Friday, October 18, 2024			
Time	Speaker	Topic	Location
10:15 – 10:30 a.m.	Dr. Bianca Seelig	Sustainable Formulations – A Holistic Approach	Room 10+11

The Emulgade Verde line is just one recent example of how BASF’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. Around 112,000 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 €68.9 billion in 2023. 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.