

News Release

P299/24e
October 22, 2024

Pepsensyal™: BASF's Personal Care business expands its peptide portfolio with a new slow-aging peptide

- **Pepsensyal™ responds to growing consumer demand for slow and healthy aging**
- **Clinically proven to re-densify and resurface skin and smooth the appearance of crow's feet**
- **Cost-effective ingredient based on a naturally occurring human biopeptide**

Pulnoy, France – October 22, 2024 – BASF's Personal Care business is launching a new synthetic peptide for skin care applications. Inspired by the natural regenerative process of the skin, Pepsensyal™ (INCI: Mannitol (and) Acetyl sh-Tetrapeptide-1 (and) Lauroyl sh-Tetrapeptide-1) has been clinically proven to reduce and delay the first visible signs of aging. The new ingredient is a response to the slow-aging trend, which reflects a shift in consumer attitudes: Rather than fighting the natural aging process, consumers are increasingly concerned with healthy aging through a holistic, preventative approach to skin care. In recent years, peptides in particular have gained a lot of traction in the personal care market and are recognized by consumers as effective, science-backed ingredients. Pepsensyal expands BASF's peptide portfolio with a new cost-effective variant. The new ingredient is free of preservatives and 99% of natural origin.

Clinically proven triple action for slow aging: smoothing, resurfacing, re-densifying

In a double-blind, randomized, split-face clinical trial with 32 women aged between 44 and 64, Pepsensyal at 0.2% was tested against a placebo product without the new ingredient. After only 14 days, crow's feet appeared smoother, with an 11% decrease in average roughness and a 14% decrease in maximum relief amplitude. At the same time, skin isotropy increased by 15%, indicating a skin resurfacing effect. In that same test, Pepsensyal was also proven to replenish the skin from the inside: After 28 days, the skin had re-densified, with a 21% increase in the echogenic surface area of the dermis. Extensive *in vitro* testing has confirmed the ingredient's ability to support skin regeneration, helping to slow the visible signs of skin aging.

Pepsensyal 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. 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.