

News Release

P005/25e
January 14, 2025

Cosmet'Agora 2025: BASF showcases recent product launches and advances in climate-adaptive beauty routines

- **New concept introduces eco-conscious, climate-adaptive formulations for hydration, cleansing, UV protection, and natural makeup.**
- **Innovations driven by sustainability, transparency and science.**

Paris, France – January 14, 2025 – At Cosmet'Agora, January 14–15 in Paris, BASF will open a new chapter in its *Beyond Beauty* journey. With an innovative formulation concept being launched at the show, the company is taking a multifaceted approach to sustainability. The featured formulas meet the needs of eco-conscious consumers while addressing challenges in personal care posed by changing environmental conditions. The concept reflects sustainability, transparency, and science that drive the *Beyond Beauty* approach and innovation strategy of BASF's personal care business. "At BASF, we take our responsibility seriously. We contribute to the Sustainable Development Goals with eco-conscious solutions, and we care about consumer needs for new beauty routines," said Valérie Pian-Parison, Senior Marketing Manager France. BASF experts will be available for one-on-one exchanges at booth 146-147-148 to discuss new textures as well as ingredient circularity, sourcing traceability, and carbon footprint reporting.

Answering Key Trends in Eco-Conscious Beauty

As climate change increases variability in humidity, temperature, and UV exposure, the demand for customized personal care products is rising. At Cosmet'Agora, BASF's Personal Care business will unveil climate-adaptive beauty routines based

on four key themes: Hydrating & Cooling, Cleansing & Protection, UV Protection, and Optimistic Glow. Focused on combating transepidermal water loss (TEWL), the first set of formulations offers immediate moisturizing effects with non-oily, cocooning textures driven by sustainable emollients – alternatives to volatile silicones – ([Cetiol® Ultimate](#), [Cetiol® iSan](#)), and natural-origin emulsifiers ([Emulgade® Verde 10 MS](#) & [10 OL](#)). The cleansing and hair protection segment highlights effective cleansing products that create a protective barrier on skin ([Lamesoft® PO65](#)) and hair ([Gluadin® Kera P-LM](#)), utilizing mild, readily biodegradable alternatives to sulfate surfactants (Plantacare® range), and natural origin esters and butters ([Cetiol® OE](#), [Cegesoft® SB45 TR](#)). BASF has also developed innovative sun protection solutions ([Tinomax™ CC](#), [Tinosorb® A2B](#), Uvinul® TS Hydro), addressing consumer needs for broad-spectrum protection and sensory appeal with oils and emulsifiers from natural origin. Lastly, the concept features natural makeup looks with skin-tone inspired shades and colorful solutions for lips and eyes, including ingredients from renewable feedstocks ([Cosmedia® Gel CC](#), [Cosmedia® DC](#), [Verdessence® Alginate](#), [Xanthan](#) & [RiceTouch](#)).

With this comprehensive range of inspiring formulas, BASF is helping its customers respond to the eco-conscious beauty movement, and meeting consumer demand for minimalist, yet effective, natural-based solutions. The concept is 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.