

150 years



News Release

BASF launches “Beautiful Faces” – a needs-based formulation concept for anti-aging face care solutions

- **Anti-aging face care concept translates consumer needs into tailored solutions**
- **Consumer research and a validated typology system help to define needs of six consumer types**
- **New anti-aging formulations enable efficient targeting of consumers and the creation of unique brand experiences**

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Paris, France – January 13, 2015 – Probably everyone wishes for a smooth, rosy skin, firm and without any wrinkles into old age. However, as of the age of 25 the texture and structure of the skin begins to change. This is where “Beautiful Faces” comes into play – a new anti-aging face care concept developed by BASF: “Our new formulation concept and the solutions we propose cater for a substantial anti-aging effect”, said Stéphane Lacoutière, Marketing Manager Personal Care Europe. “What is more, ‘Beautiful Faces’ provides manufacturers with great inspiration for targeting specific consumer needs, based on consumer research and a validated typology system.”

Exploring consumers’ desires

The new formulation concept for anti-aging face care has been developed based on a consumer study in France carried out by BASF and TNS Infratest¹. A validated typology system helped define the personality characteristics and needs of six consumer archetypes and translate these needs into innovative anti-aging face

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¹ well-known institute for market and opinion research

care products. The study involved interviews with 1,223 women aged 25 to 75 in France in 2013. All of them were regular users of anti-aging face care products, applying them at least once a week, and were also decision-makers or co-decision-makers when it came to brand purchases. The women were put into one of six groups based on their personality, emotional needs and purchase motivations, as opposed to external factors. The groups' descriptions – “Energetic”, “Perfect”, “Professional”, “Protected”, “Authentic”, and “Creative” – reflect the predominant needs of the women in each group.

Customized anti-aging solutions

The “**Authentic**” consumer, for example, places special emphasis on products that employ natural ingredients and are environmentally friendly. She strives for natural-based, effortless beauty. As a result, her anti-aging face care products need to be straightforward – with no need to fuss or spend a lot of time in front of the mirror. She favors a likable, trustworthy brand that offers good value for money. The “Authentic Boost” formulation has been tailored by BASF to meet the specific needs of this consumer: This dry yet nourishing anti-aging oil contains natural-based ingredients and combines easy skin hydration with non-greasy, velvety smoothness.

The “**Professional**” consumer has entirely different emotional needs. She is disciplined, conservative, down-to-earth and sees beauty as a science. Accordingly, she is drawn to technically advanced products that live up to high scientific standards and to brands associated with innovation. In response to this consumer's personality profile, BASF has developed the formulation “Beauty Manager”, a repairing anti-aging night cream. The soft gel cream helps accelerate the skin's natural regeneration by means of biological and enzymatic exfoliation during sleep. Two active ingredients boost its efficacy: Neurobiox™, an achillea millefolium (commonly known as yarrow) extract that resynchronizes cellular neuro-dialogue and X-Pressin™ C, an advanced exfoliating system. The contained combinations of emollients and emulsifiers give the

gel cream a fluffy texture and provide a cooling and luxurious feeling.

About BASF's Care Chemicals division

The BASF division Care Chemicals offers a broad range of ingredients for hygiene, personal care, home care, industrial & institutional cleaning, and technical applications. We are the global leading 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, pigments and UV filters. Superabsorbent polymers developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available on the Internet at www.care-chemicals.basf.com.

About BASF

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.