

150 years



News Release

BASF's "Skin Care Polymers Toolbox" enables tailor-made solutions for the skin care market

- **Toolbox helps customers to choose the most suitable polymer for their individual skin care solution**

Dusseldorf, Germany – April 13, 2015 – Worldwide, more than 50 percent of all skin care product launches per year contain polymers. There are several reasons why polymers are so widely used: They deliver stable and predictable viscosity, stability to emulsion, as well as sensory and texturizing effects. BASF already offers a broad range of polymers to the personal care industry. To better help customers find the ideal polymer for their individual skin care product, the company now offers a new solution: the "Skin Care Polymers Toolbox."

Extensive range of polymers

The company analyzed its complete polymer portfolio based on four criteria: viscosity versus pH range, electrolyte tolerance, emulsifying capability and sensory profile. One of the procedures employed for the evaluation was the Pillow Talk™ – a BASF sensory assessment method where trained individuals compare how their skin feels on the surfaces of different pillows after applying a cream or emollient. "With the results of our analysis we can give our customers clear guidance regarding which polymer is performing how in which formulation," said Francesco Romagnoli, Marketing Manager for Skin Care Polymer Europe. "The Skin Care Polymers Toolbox allows cosmetics manufacturers to choose the most suitable polymer for their specific skin care application." Among the polymers identified,

April 13, 2015
P193/15e
Birte Kattelman-Jagdt
BASF Personal Care Europe
Phone: +49 2173 4995-464
birte.kattelman@basf.com

BASF SE
67056 Ludwigshafen
Phone: +49 621 60-0
<http://www.basf.com>
Media Relations
Phone: +49 621 60-20916
Fax: +49 621 60-92693
presse.kontakt@basf.com

especially two can help cosmetics manufacturers to optimize the sensory characteristics of their products:

Cosmedia SP – efficient thickener and emulsifier for an elegant afterfeel

This off-white, free-flowing powder stands out for its exceptional sensorial profile and elegant afterfeel. It delivers silky and velvety sensory properties without stickiness, which is appealing for all skin care applications. Cosmedia® SP offers emulsifying and suspending capabilities without needing an additional emulsifier, and also demonstrates good thickening capabilities. It demonstrates flexibility as it is suitable for cold processing and can be added to an oil or water phase.

Rheocare HSP 1180 – sensory modifier with a lubricious effect

This clear, viscous liquid solution is a sensory modifier imparting a soft and plush afterfeel. Rheocare® HSP 1180 can be used at a broad pH range and delivers high lubricity even at low concentrations. When introduced to formulations, it reduces the friction during application: Being rubbed in, it delivers an immediate sense of lightness and quickness comparable to that of oils, but without leaving an oily feeling on the skin. Thus, Rheocare HSP 1180 is particularly suited for skin care products that require a sophisticated sensory profile.

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 over €74 billion in 2014 and around 113,000 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.

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.