

150 years



News Release

BASF opens state-of-the-art clinical and consumer testing center

- **160,000 square foot R&D facility is equipped with sophisticated clinical instrumentation and imaging for personal care**

TARRYTOWN, NY July 30, 2015 – BASF announced the opening of its new clinical and consumer testing center within their 160,000 square foot R&D facility in Tarrytown, New York. The new Tarrytown Consumer Testing Center (TCTC) is equipped with the most sophisticated clinical instrumentation available for personal care applications and allows BASF to support novel claims and produce clinical imaging for all market segments within personal care. Clinical trials began in early June.

“Our new team is excited to bring years of experience in clinical and consumer testing to meet the needs of our customers,” said Dr. Wendy Chan, Clinical Research Manager. “The TCTC enhances our services in producing highly advanced clinical imaging and the latest evaluation technologies to validate claims in all areas of personal care. For example, we are able to support advanced anti-aging claims by analyzing 3D images of the skin surface. We have also developed methods to measure facial skin radiance through image analysis.”

BASF has a broad expertise and long history in innovative clinical research and consumer testing to prove the efficacy of its portfolio, including materials for personal care, home care, pharmaceuticals, and nutrition. BASF designs its research to address key corrective actions in all market segments of personal care. Research areas include skin

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pigmentation, skin aging, protection against environmental stress, and modulation of hair growth. The consumer tests evaluate consumer perception and acceptance of formulations designed with the extensive BASF product portfolio.

About BASF Care Chemicals

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 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, 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

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 17,000 employees in North America, and had sales of \$20.6 billion in 2014. For more information about BASF's North American operations, [visit www.basf.us](http://www.basf.us).

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. Further information on BASF is available on the Internet at www.basf.com.