

News Release



BASF's Inspiring Textures concept offers new formulations for irresistible skin feels

- **New concept provides inspiring textures and sensory experiences**
- **Design of six formulations based on BASF's extensive expertise and broad personal care portfolio**
- **Care Creations Formulation Index for Sustainable Solutions shows the sustainability performance of the ingredients used**

Düsseldorf, Germany – April 12, 2016 – Building on the success of “Sensory 2.0” at in-cosmetics in Barcelona and driven by market trends such as living new experiences or going back to essentials, BASF is unveiling the **Inspiring Textures** concept at in-cosmetics 2016 in Paris (booth R70). Based on BASF's broad portfolio of ingredients and expertise in differentiated formulation design, the company created a range of six new formulations that will enable cosmetics manufacturers to fulfill consumers' wishes with inspiring textures and appealing skin sensations. All formulations were substantiated by a sensory assessment with BASF's trained expert panel.

“Texture and sensory properties play a vital role in consumers' choice of personal care products. To an increasing extent, it's not only texture – as in the look of a product – but also its sensory properties, the way it feels on the skin, that are critical to whether it might be purchased again or not”, said Karine Kross Maita, Marketing Manager Skin Care Europe. “At the same time, customers want sustainable products they can rely on: That is why we assessed all personal care ingredients in the BASF portfolio according to our Sustainable Solutions Steering®

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Birte Kattelmann-Jagdt
BASF Personal Care Europe
Phone: +49 2173 4995 - 464
birte.kattelmann@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

method – a tool to steer our portfolio based on sustainability criteria”, Stephane Lacoutiere, Head of Strategic Marketing Skin Care Europe, added. As a result, all formulations compiled in the Inspiring Textures concept can be characterized corresponding to the sustainability performance of their ingredients, expressed in the new Care Creations Formulation Index for Sustainable Solutions.

First-hand experiences at the Sensory Bar

Being texture and sensory currently some of the hottest topics in personal care business, visitors to this year’s in-cosmetics can take the opportunity to experience two of the formulations featured in the Inspiring Textures concept first hand: At the [Sensory Bar](#) (booth 1007) – a new in-cosmetics event format – they can try out Slim My Body and Delight Me for themselves.

Slim My Body: Transforming Gel-Cream-to-Oil

The transforming Gel-Cream-to-Oil **Slim My Body** combines the convenience of an emulsion with the sensory and application benefits of an oil. Its unique gel-cream texture transforms into an elegant and slimming oil film that prolongs massage. The after-feel is caring and silky. Slim My Body is perfectly suited for use in body-slimming or face-refining products.

Delight Me: Powdery-Butter-to-Dry-Oil

Delight Me is a delicate butter with an intense powdery skin sensation. Its melting effect transforms the powdery butter into a delicious dry oil and leaves a dry-oily and rich after-feel. It is ideally suited for overnight hand and face creams as well as for dry skin areas on the body.

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 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 for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information at www.basf.com.