

News Release

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PCHi 2023: BASF creates healthy beauty through R&D innovation, leading sustainable lifestyle

- **Postbiolift[®], Phytocine[®] spotlighted among new offerings of BASF's Care Chemicals Division**
- **BASF at PCHi 2023: Booth 1C20 at Hall 1.1, China Import and Export Fair Complex**

Guangzhou, China - February 16, 2023 - Themed around "Sustainable technology perfects healthy beauty", BASF showcases its innovative personal care solutions at the "2023 Personal Care and Homecare Ingredients" (PCHi). Apart from sunscreen, cleansing and skincare products that mark the defining feature of BASF, new arrivals, Postbiolift[®] and Phytocine[®], - impress visitors at the trade show.

"2023 is a year full of hope and growth. We are excited to present BASF's innovative products," said Viju Jose, Vice President, Personal Care Solutions, Care Chemicals, BASF Asia Pacific. "As a leading supplier of cosmetics raw materials, BASF is committed to rejuvenating brands with our pioneering R&D technology, professional team, and sustainable concepts."

Against the backdrop of a burgeoning market and growing diversity of consumer demand in China, sustainability has become another buzzword in skincare. Exploiting its own virtues in research & development, BASF gives an impetus to brand transformation and upgrading as a front-runner in the industry.

Focusing on efficacy and technology

Engaged in development of active ingredients with greater effort, BASF rolls out Postbiolift[®], a postbiotic sourced from *Lactobacillus crispatus* (L. crispatus) that is found naturally in the skin and decreases with age. This finding has led BASF

researchers to assume that *L. crispatus*, isolated from human skin, may be the key to more youthful looking skin and even complexion. Postbiolift[®], one of the two cosmetic ingredients from the same biofermentation process, supports an improvement in the mechanical properties of the skin to help make it appear more elastic, helps smoothen the appearance of wrinkles around the eyes, and create an even complexion.

Earlier last year, BASF launched Phytocine[®] that signifies a new generation of scientifically inspired actives based on Traditional Chinese Medicines (TCM), an advancement made possible through combination of modern skin biology science and TCM plants grown in the Pan-Himalaya region of Yunnan, China. The Phytocine[®] series addresses personal care skin benefits related to enhancing skin hydration and barrier function (Phytocine[®] AQUA), and combatting the signs of aging/ oxidation and dull complexion (Phytocine[®] NOVO).

More skin-concerned sunscreen

BASF has been unveiling a stream of UV filters that cater to growing awareness and request for sunscreen products in recent years. Z-COTE[®] Sheer is a naturally derived liquid dispersion of Zinc Oxide. This highly effective, inorganic, broad-spectrum UV filter has excellent photostability and allows for the creation of lightweight formulas that protect the skin.

Besides, consumers are increasingly aware of the impact sunscreens can have on ecosystems, including the well-being of coral reefs. As one of the global market leaders of sun care ingredients, BASF has taken up the challenge of developing EcoSun Pass[®], an evaluation tool that measures the environmental impact of sunscreen products. EcoSun Pass defines ecological effects by evaluating various parameters, such as acute and chronic aquatic toxicity, endocrine disruptor activities and more, with a view to enabling the industry to develop more eco-compliant sunscreen formulations.

Healthy skin protection

Skin health and allergy has become one of the most important trends on current skincare product market. The structure and function of Mimiskin[®] highly resembles the intercellular lipids in stratum corneum and forms a skin-fitting invisible film that protects our natural barrier as it melts on the skin.

Fresicle® A is an ingredient that encapsulates retinyl palmitate in visualized microbeads. Built on advanced microfluidics technology, it ensures stability and activity of retinyl palmitate in all respects, with activity of retinyl palmitate released when applied to skin with appropriateness. It also amazes users with moisturizing and refreshing skincare benefits.

Emulgade® Verde 10MS is BASF's newly developed high-performance oil-in-water emulgator with tiny particle of emulsification. Made from green production process, this 100% natural and solvent-free product fits sensitive skin. Compatible with grease of all polarities, it can be diluted for easier application. It feels smooth and not waxy. It is in extensive use in formulas for skincare, sunscreen, cleansing and makeup.

Considerate experience formulated with natural ingredients

Enameguard™'s naturally-derived wheat protein is shown to bind onto enamel challenged by acidic food and drinks in everyday life and attract enamel-fortifying minerals for remineralization. By launching Enameguard™, BASF, consistently committed to innovation and sustainability, takes a further move to satisfy requirements of oral care customers and end users.

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 detergent and cleaner 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. More than 111,000 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 is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €78.6 billion in 2021. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.