

# News Release



## **PatchH<sub>2</sub>O™ – Immediate and sustained hydration of skin**

- **Clinically proven immediate and long-lasting moisturization**
- **Restores the skin youthful appearance**

**Ludwigshafen, Germany, June 13** – The secret of a beautiful, luminous and supple skin lies in its hydration. Dry, dehydrated skin is a very common problem in modern life, affecting people of all ages and is characterized by increased skin roughness and tightness, the apparition of fine dehydration lines as well as a lack of suppleness and feelings of discomfort. A primary objective for skin care is to ensure an optimal level of hydration of the stratum corneum to maintain flexibility and smoothness of the skin for as long as possible, and this is actually what PatchH<sub>2</sub>O™ by Beauty Creations, the cosmetic active ingredient business of BASF, does in an efficient manner.

### **PatchH<sub>2</sub>O™, offering immediate and long lasting moisturization**

PatchH<sub>2</sub>O™ is the latest innovation in skin moisturization developed by Beauty Creations, inspired by its dual expertise in natural macromolecules and the technology of the controlled release of cosmetic active ingredients. PatchH<sub>2</sub>O™ is a molecular network of natural biopolymers with a high concentration of a moisturizing complex containing glycerin, serine, trehalose and urea. PatchH<sub>2</sub>O™ offers optimal hydration by acting at two levels. On the surface of the skin, the novel and unique combination of hyaluronic acid, alginate

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and a natural glucan known as pullulan, forms a molecular mesh, like a protective film reducing water evaporation. This micro-network is loaded with a moisturizing complex, which is gradually released into the heart of the stratum corneum to rebalance the optimal skin moisture level.

### **Proven efficacy**

The efficacy of PatchH<sub>2</sub>O™ has been demonstrated in various efficacy studies. PatchH<sub>2</sub>O™ was shown to provide prolonged hydration by binding water inside the Stratum corneum. In vitro test has demonstrated its ability to limit the evaporation of water over 48 hours. Moreover, a measurement of dielectric conductivity ex-vivo revealed its ability to provide skin with intense moisturization in just 30 minutes, lasting up to 48 hours, in just one application. The immediate and long lasting moisturizing activity of PatchH<sub>2</sub>O™ incorporated at 3% in a cream was confirmed by several clinical trials performed on volunteers. After three weeks of use, noticeable differences have been perceived by the volunteers: with PatchH<sub>2</sub>O™, woman found their skin more hydrated, softer, visibly supple and more nourished than with the placebo cream. On the second and fifth day after the end of the three-week application, the moisturizing effect of PatchH<sub>2</sub>O™ appeared to still be significantly better than with the placebo cream.

„Maintaining well moisturized facial skin is the cornerstone of any skin rejuvenation regimen as good moisturization is an essential source of youth and beauty for the skin”, said Tony Jaillot, Beauty Creations Global Marketing Director. „One out of three treatments on the market today features hydration claims, however very few products efficiently hydrate the skin with an immediate and remnant effect at once. Thanks to its ability to restore and maintain moisture in the stratum corneum, PatchH<sub>2</sub>O™ offers a new efficient skin

moisturizing active, which perfectly meets consumers' desire for immediately perceivable results. PatchH<sub>2</sub>O™ is in perfect alignment with the current wellness megatrend, as it helps it to maintain optimal skin conditions as well as a healthy and youthful appearance. PatchH<sub>2</sub>O™ is recommended for all skin care applications claiming immediate skin hydration, for dry skin treatments as well as in support of anti-aging skin care ranges.”

### Technical data summary

PatchH<sub>2</sub>O™ A00297

- **INCI name:** Water (and) Glycerin (and) Trehalose (and) Urea (and) Serine (and) Pentylene Glycol (and) Glyceryl Polyacrylate (and) Algin (and) Caprylyl Glycol (and) Sodium Hyaluronate (and) Pullulan (and) Disodium Phosphate (and) Potassium Phosphate.
- **Aspect:** White to yellow
- **Dose of use:** 1.0 - 3.0 % (recommended)

### About BASF Care Chemicals

BASF Care Chemicals division 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. We are where our customers need us around the world.

### About BASF

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. 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 €72.1 billion in 2012 and more than 110,000 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](http://www.basf.com).