

News Release

September 7, 2022

BASF launches Phytocine™ – a new range of Traditional Chinese Medicines (TCM) inspired actives that ally tradition and modern cosmetic science

- **Phytocine™ range addresses a broad range of skin concerns allowing customers to develop innovative products that support skin hydration, anti-aging and soothing**
- **Recent example of Care 360° – Solutions for Sustainable Life of BASF's Care Chemicals division**

Hong Kong, China – September 7, 2022 – BASF today launched Phytocine™ signifying 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 skin concerns that can be released through the use of TCM. These inspired actives of fully natural origin and without the use of preservatives address personal care skin benefits related to enhancing skin hydration and barrier function (Phytocine™ AQUA), combatting the signs of aging/oxidation (Phytocine™ NOVO), as well as soothing sensitive skin (Phytocine™ CALM). In doing so, BASF is providing customers with the means to achieve the above benefits by leveraging modern skin science with the long history of using traditional premium TCM ingredients in the beauty care space.

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TCM is gaining popularity due to consumers' positive perception of its long Asian traditional history and unique elements. "BASF has adapted these TCM inspired actives with modern biotechnology, ensuring it meets the latest cosmetic industry standards, thereby making these products available to our customers and consumers," said Viju Jose, Vice President, Personal Care Solutions, Care Chemicals, BASF Asia Pacific.

"The popularity of modernized TCM combined with the science of skin biology inspired personal care in Asia is growing rapidly. Consumers are looking for safe and effective skin care solutions containing high efficacy TCM ingredients, as an alternative to address their personal skin needs concerns including hydration, anti-aging, skin brightening and skin soothing. This strong growth in adopting TCM ingredients is not confined to Asia but can be seen across the global beauty market. We have seen a significant increase in demand for beauty care products containing these ingredients," added Eunice Jeong, Head of Regional Market Development, Personal Care Solutions, Care Chemicals, BASF Asia Pacific.

The Phytocine™ series is just one recent example of how BASF's Care Chemicals Division is addressing future challenges. Sustainability, digitalization, innovation and new approaches to working together are the key cornerstones to [Care 360° – Solutions for Sustainable Life](#).

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. Around 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 comprises 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.