

News Release

BASF commits to a more sustainable future at the 2021 California Suppliers' Day tradeshow

FLORHAM PARK, NJ, October 7, 2021 – BASF Care Creations® will introduce new concepts, formulations and ingredients for the personal care industry at the 2021 California Society of Cosmetic Chemists (CASCC) Suppliers' Day, October 13-14, 2021 at the Long Beach Convention Center.

“We are committed to a more sustainable future. In beauty, this means ingredient transparency and traceability, responsible use of precious resources and minimizing carbon footprint while providing tools to help brands meet their own sustainability objectives,” said Nader Mahmoud, Vice President, Personal Care Solutions, North America at BASF. “We cater to modern consumer demands and their growing environmental consciousness by offering more sustainable solutions, while keeping a high level of demonstrated efficacy and performance.”

BASF Care Creations' new products at CASCC Suppliers' Day 2021 include:

- **Seanactiv™** - a new bioactive ingredient based on the marine algae Fucus Vesiculosus (commonly known as Bladderwrack), that works in three ways by helping fight dark circles, reducing the appearance of wrinkles and enhancing skin luminosity around the eyes – in as little as one week of application. Seanactiv is characterized by a high content of fucoidan, a sulphated

polysaccharide characterized by fucose monomers and extracted from the marine algae species. Fucoidan has been widely reported in scientific literature to provide multiple wellness benefits and has long been known for its anti-irritation and skin barrier beauty enhancing properties.

- **Naturally Styled** – a collection of four hair styling formulations that are made with natural ingredients yet offers uncompromised styling performance. The **Clearly Natural Styling Gel** is a medium hold styling gel with excellent curl retention; the **Algae Styling Gel** provides a natural hold and long-lasting curl definition, even in high humidity; the **Strong & Smooth Styling Gel** has the strongest hold of all the gels BASF tested and offers flowable texture and extra conditioning benefits for hair; and the **Strengthening Styling Jelly** provides medium hold and features a jelly-like texture and a microprotein that strengthens hair fibers. Naturally Styled featured star ingredients Rheocare(R) XGN (Xanthan Gum) and Hydagen(r) 558P (Algin) for maximum styling performance.
- **Novel Natural Textures** – Seven leave-on and rinse-off skin care formulations with transformational textures, as well as food-inspired textures such as the **Jammin' Jelly Body Wash, Moisturizing Soufflé, Pudding Cream** and **Yogurt Smoothie**. Created with naturality in mind, these unique formulas will allow for exciting self-care routines, all while making consumers feel good about the ingredients they're using.

BASF will exhibit at booth 415 at CASCC Suppliers' Day. On Thursday, October 14th at 9:00am Pacific time, BASF's Philip Ludwig, Technical Service Specialist, Personal Care Bioactives, North America, will present a keynote address named "from farmers to consumers - producing sustainable and socially responsible sourced ingredients."

Additional information on the BASF ingredients and concepts offered at the tradeshow is available at <https://carecreations.basf.us/cascc>

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

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 17,000 employees in North America and had sales of \$18.7 billion in 2020. For more information about BASF's North American operations, visit www.basf.com/us.

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 110,000 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 €59 billion in 2020. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at <http://www.basf.com>.