

150 years



# News Release

## **BASF launches “Color Trends 2016”**

- **New effect pigment collection helps customers to create beauty care solutions for up-and-coming color trends 2016**
- **Four distinct beauty trends based upon cultural drivers in the global market place**

**Paris, France – January 13, 2015** – What is coming next? And what will stick around? Like the fashion industry, cosmetics manufacturers keep a watchful eye far in advance on up-and-coming color trends. To help them bring the latest hues of lipstick, eyeliner and other products onto their shelves, BASF is offering its customers an extensive portfolio of effect pigments already for the cutting-edge colors of the future.

### **A journey through four distinct beauty trends**

BASF’s new “Color Trends 2016” – a carefully compiled collection of effect pigments and formulations – draws upon cultural drivers in the global market place with an eye for different consumer types. Partnering with Fashion Snoops, a leading consulting agency in trends, style and innovation based in New York, BASF has identified four distinct beauty trends for 2016: “Color Full”, “Ancient Wisdom”, “Woman of Power” and “Third Act.” “Our new collection is a journey through next year’s beauty trends”, said Valérie Pian-Parison, Marketing Manager at BASF’s Personal Care business. “We expect these trends to spark innovation, ignite the creativity of our customers and inspire them as they create their new product lines for 2016.”

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## Colorful self-expression

The “**Color Full**” trend, for example, attracts fun-loving, outgoing personalities who are active participants in the world. Accordingly, the relevant color palette features extreme, jolting colors balanced with black, white and metallic silvers. Just one BASF formulation which expresses this colorful attitude is its “Intense Pink Lipstick” which features **Reflecks™ Rich Red** and **Chione™ HD Digital Pink** effect pigments.

## Timeless beauty

The “**Ancient Wisdom**” trend is a nod to a sense of beauty that is timeless. It revolves around ideals of beauty and ideologies of the ancient world, calling for a color palette inspired by the Romance and Renaissance eras. Colors range from olive greens, berry reds and milky creams, to flowery pinks that are complemented by earthy tones. “Regal Glow Veil”, BASF’s matte, powder foundation formulation with **Chione™ HD Crisp Gold** and **Reflecks™ Dimension Shiny Gold**, is one example of a product which helps achieve this trend’s key look.

## Celebrating authenticity

Rather than accepting rivaling attributes in leading women, the “**Woman of Power**” trend embraces them. It advocates authenticity – celebrating women who are bold yet tender, direct yet warm, and sensual yet strong. Deep berry tones, intense navy hues and peachy nudes capture the palette from spring to fall, while pink and purple tones add depth and express strength and sensuality. In line with this, BASF’s “Deep Sapphire Eyeshadow” combines bold tones and soft hues, with **Cloisonné® Nu-Antique Blue** and **Timica® Terra Black** pairing up to make a real statement.

## Reframing age

Capitalizing on the increase in average life-expectancy of today’s consumers, the “**Third Act**” trend reframes age and equates growing older with getting wiser and accepting oneself. The color

palette offers a mature and understated approach to spring hues and their transition to deep fall colors, complemented by cool tones that work throughout the year. Rich caramel hues emanate warmth, while blue and pink shades signal sophistication. In answer to this trend, BASF has developed “Graceful Radiance Serum”, a lightweight emulsion with **Timica® Terra White** delivering a sheer satin veil, and **Chione™ HD Digital Pink** and **Chione™ HD Metric Violet** to make the skin look more radiant.

#### **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, 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. Further information is available on the Internet at [www.care-chemicals.basf.com](http://www.care-chemicals.basf.com).

#### **About BASF**

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world’s leading chemical company, 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 about €74 billion in 2013 and over 112,000 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).