

News Release

BASF showcases sunscreen solutions under the “Beyond Beauty: Enduring Vitality” campaign at FLSCC’s 2025 Sunscreen Symposium

- **New campaign introduces comprehensive sun and skin care concept “SunSational Skincare: from Reactive to Radiant” that promotes long-term skin health and wellness**
- **BASF launches new data for Cutina® Shine, a UV-enhancing film-former with excellent sensory benefits to the skin in sunscreen formulations**
- **New features spotlighted in the digital service “Sunscreen Simulator,” including real-time calculations, insights for regional regulations, various formulation types, improved solubility evaluations, and integration into the D’lite customer digital platform**

FLORHAM PARK, NJ – September 9, 2025 – BASF’s Personal Care business introduces its “Beyond Beauty: Enduring Vitality” campaign at the 2025 Florida Chapter of the Society of Cosmetic Chemists (FLSCC) Sunscreen Symposium, September 18-20, 2025, at Disney’s Yacht & Beach Club in Orlando, booth #410.

Embracing the longevity trend, the “Beyond Beauty: Enduring Vitality” campaign highlights BASF’s emphasis on the vital role sun protection has in sustaining skin vitality. By showcasing the new concept “SunSational Skincare: from Reactive to Radiant,” including four total skin care formulations and the latest UV filter portfolio, BASF underscores the importance of effective sun protection for lasting vitality.

“At BASF Personal Care, we are proud of our extensive UV filter portfolio for sun-care formulations, along with our team of experts dedicated to addressing the needs of our customers in the sun care industry,” said Brandon Crist, BASF Vice President, Business Management, Personal Care North America. “BASF’s comprehensive approach — from total skin care formulations to the latest UV technology — protects against the harmful effects of sun exposure, proving that smart sun care today endures vitality for the future.”

With an eye toward 2026 skincare trends, visit BASF’s booth #410 to see the company’s latest technologies that enhance UV protection, including a broad portfolio of sun care formulation ingredients and digital services like Sunscreen Simulator. At the event, BASF will launch new data on Cutina® Shine, an innovative UV enhancer film-former for sun care, and demonstrate how it provides pleasant sensory benefits to challenging sunscreen formulations.

Presentations by BASF experts

Additionally, BASF experts Dr. Diane Tom, Senior Technical Service Specialist for Skin & Sun Care, and Dr. Myriam Sohn, Principal Scientist in the field of photoprotection, will display BASF’s sun care expertise during the FLSCC poster sessions. Dr. Diane Tom will present on “UV Performance Enhancing Strategies” to support sun care formulators in attendance, and Dr. Myriam Sohn will present “Digital Simulation of Sunscreen’s Performance” highlighting BASF’s Sunscreen Simulator, a go-to digital tool for optimized sun care development that enables producers to design high quality, customer-focused sun protection solutions.

To round out the experience, BASF invites visitors to explore its “SunSational Skin Care” concept — an inspiring collection of trend-driven formulations that seamlessly blend sun protection into everyday skin care. Developed by BASF technical experts, these formulas leverage the company’s extensive ingredient portfolio to support skin repair from the cleansing step through to hydration, radiance, and ageless beauty — delivering holistic care for long-term skin health.

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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 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 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 16,000 employees in North America and had sales of \$19.7 billion in 2024. For more information about BASF's North American operations, visit www.basf.com/us.

At BASF, we create chemistry for a sustainable future. Our ambition: We want to be the preferred chemical company to enable our customers' green transformation. We combine economic success with environmental protection and social responsibility. Around 112,000 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, as core businesses, the segments Chemicals, Materials, Industrial Solutions, and Nutrition & Care; our standalone businesses are bundled in the segments Surface Technologies and Agricultural Solutions. BASF generated sales of €65.3 billion in 2024. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at www.basf.com.