

Lavergy®



Guide to Laundry detergent enzymes



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Consumers desire better laundry solutions



Consumers are on the lookout for laundry detergents that go beyond the basics.

Imagine a detergent that not only tackles stubborn stains but also comes at a price that doesn't break the bank. Additionally, the same detergent is kind to the environment, works wonders even in cold water, and keeps your clothes looking vibrant for longer.

These are the qualities that modern consumers desire!

Q: What would you want your most often used brand to improve on? (choose up to 3); Top 5 responses

Deliver better stain removal

63 %

Sell at a cheaper price

48 %

Be more environmental friendly

29 %

Change or improve fragrance

27 %

Improve cleaning in cold water conditions

24 %



Source: BASF Survey on LATAM Laundry Habits 2025; Top 5 responses out of 10 options

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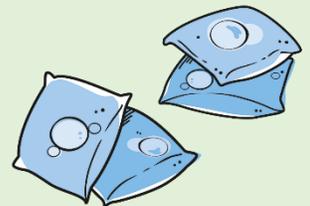
Why choose enzymes for laundry detergents?

Enzymes are biological molecules that act as catalysts, speeding up chemical reactions. From mushrooms breaking down dead wood to our saliva breaking down starchy foods like cheese puffs, enzymes play a significant role in these often-overlooked processes. Their ability to break down molecules has been utilized in many industrial processes such as biofuels, food & beverages, animal nutrition, etc. to deliver desired efficiencies.

Similarly, enzymes have been playing an important role in everyday cleaning, from enhancing stain removal in laundry to clothes and breaking down food soils in an automatic dishwasher. In the world of laundry detergents, enzymes have become a game-changer, offering powerful cleaning capabilities while reducing the wash temperatures.

Benefits of using enzymes in detergents

- **Improved cleaning power:** Enzymes work on specific types of stains, making enzymatic detergents better at removing tough stains than non-enzymatic products.
- **Cold water washing:** Being nature's catalysts, several enzymes are designed to work better at lower temperatures, enabling consumers to get the same (or better) cleaning outcome even in cold water conditions. By dialing down the wash temperature, consumers can also save on energy costs.
- **Extending fabric life:** Detergents containing care cellulases can help remove microfibrils from fiber surfaces, ensuring that clothes remain soft and vibrant over time. This can also extend the life of fabrics.
- **Sustainable cleaning:** By design, enzymes are naturally biodegradable. Additionally, their extra cleaning power can reduce the need for harsh chemicals in detergents, making detergents more environmentally friendly.





Lavergy® A comprehensive range of enzymes

Building the right enzyme-based detergent

- **Cleaning needs:** Consider the most common household stains that end up on clothes and are difficult to remove. Assess whether a good cleaning also means fabric care. Formulating a laundry detergent that contains the right enzymes can help to tackle both stain removal and fabric care needs
- **Washing conditions:** Preferred wash temperature and cycle are also critical when choosing a laundry detergent. If a quick and cold cycle is preferred by households, formulating with BASF enzymes that works effectively, even at low temperatures
- **Fabric types:** Type of fabrics that go in a laundry load also plays a significant role in formulating a detergent. For example, if consumers are washing a mixed load, certain enzyme classes can provide additional benefits like anti-redeposition or anti-graying



24%

Of LATAM consumers desired
their preferred laundry brand to
enhance cold water performance

Source: BASF Survey on LATAM Laundry Habits
2025 (n=515)

Stain removal



LATAM consumers have a strong preference for product claims that emphasized stain removal



1	Deep cleans tough stains in every wash			
2	Removes bad odors from clothes during wash	Contains powerful ingredients to remove the most difficult stains	Removes bad odors from clothes during wash	Contains powerful ingredients to remove the most difficult stains
3	Can be used for all colors and types of fabrics	Removes bad odors from clothes during wash	Can be used for all colors and types of fabrics	Can be used for all colors and types of fabrics
4	Contains powerful ingredients to remove the most difficult stains	Can be used for all colors and types of fabrics	Contains powerful ingredients to remove the most difficult stains	Removes bad odors from clothes during wash
5	Anti-bacterial, kills 99% of bacteria	Cleans even in cold and quick wash cycles	Anti-bacterial, kills 99% of bacteria	Rejuvenates fabric colors and feel

Source: BASF Survey on LATAM Laundry Habits 2025; Top 5 preferred claims out of 20

83%

Of LATAM consumers stated that performance being the “most important” factor when buying a laundry detergent



Source: BASF Survey on LATAM Laundry Habits 2025 (n=515)

Lavergy® Stain removal product range



Product Name	Enzyme Class	Dosage Guidance*	Form	Benefits
Lavergy® Pro 106 L	Protease	0.2- 4.0%	Liquid	Removes protein stains
Lavergy® Pro 106 LS	Protease	0.2- 4.0%	Liquid	Boron stabilized protease
Lavergy® Pro 114 LS	Protease	0.2- 4.0%	Liquid	Non-boron stabilized protease
Lavergy® A Star 100 L	Amylase	0.2- 2.0%	Liquid	Removes starch stains
Lavergy® M Ace 100 L	Mannanase	0.05- 0.5%	Liquid	Removes gum stains
Lavergy® L Pace 100 L	Lipase	0.1- 0.2%	Liquid	Removes oily stains

*Depends on the formulation and stain removal needs. Please reach out to your BASF representative for more information

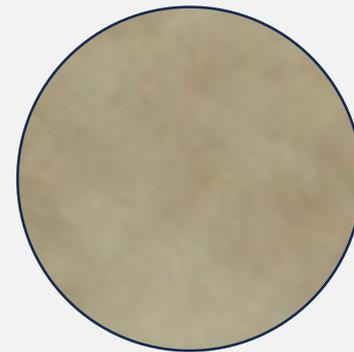
Improved cleaning benefits in 15°C wash vs. current benchmarks



No mannanase



0.1% market benchmark



0.1% Lavergy® M Ace 100 L

Results seen at 15° C wash temp using the ASTM D 4265-14 method, Ice Cream Vionetta Ice (CFT-KC-H175)

Fabric & Color care

20%

Of LATAM consumers desired fabric and color care from their preferred laundry brand



Source: BASF Survey on LATAM Laundry Habits 2025 (n=515)



Enhance fabric appearance by using Lavergy® C Care 100 L in your detergent formulation



Fuzz & pills on fabric surface when washed without Lavergy® C Care 100 L

Reduced pills and fuzz when washed with Lavergy® C Care 100 L

Lavergy® Fabric & color care product range



Product Name	Enzyme Class	Dosage Guidance*	Form	Benefits
Lavergy® C Bright 100 L	Cellulase	0.1- 4.0%	Liquid	Anti-redeposition; Anti-graying
Lavergy® C Care 100 L	Cellulase	0.04- 0.2%	Liquid	Fabric and color care

*Depends on the formulation and stain removal needs. Please reach out to your BASF representative for more information

Color care benefits that you can see vs. stable care cellulase benchmark

Lavergy® C Care 100 L– 20 washes

Market Benchmark– 20 washes

No enzymes– 20 washes

Ecolabels



Lavergy® Cleangredients listed & Biobased range



Product Name	Enzyme Class	Biobased %	Approved for use in Safer Choice
Lavergy® Pro 106 L	Protease	Ask for details*	Yes
Lavergy® Pro 106 LS	Protease	Ask for details*	Yes
Lavergy® Pro 114 LS	Protease	Ask for details*	Yes
Lavergy® A Star 100 L	Amylase	95%	Yes
Lavergy® M Ace 100 L	Mannanase	95%	Under conditions*
Lavergy® L Pace 100 L	Lipase	100%	Yes
Lavergy® C Bright 100 L	Cellulase	95%	Yes
Lavergy® C Care 100 L	Cellulase	100%	Yes

*Reach out to your BASF representative for more information

29%

Of US consumers desired their preferred laundry brand to be more environmentally friendly

Source: BASF Survey on LATAM Laundry Habits 2025 (n=515)

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Safety

We know of no ill effects that could have resulted from using our products for the purpose for which they are intended and from processing them in accordance with current practice. According to the experience we have gained up to now and other information at our disposal, our products do not exert any harmful effects on health; provided, that they are used properly, due attention is given to the precautions necessary for handling chemicals, and the information and advice given in our safety data sheet are observed.

Labeling

Details about the classification and labeling of our products and further advice on safe handling are contained in the current safety data sheets.

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