

# News Release

October 28, 2025

## **In-Cosmetics Asia 2025: BASF spotlights *Beyond Beauty – Where Innovation Meets Tomorrow* with holistic solutions for Personal Care**

- **Connecting science, simplicity, and sustainability to shape the beauty of tomorrow**
- **Formulations for the conscious era with holistic solutions, featuring newly launched ingredients**
- **Pioneering the future of beauty with biotech-powered actives that redefine skin science**

**Bangkok, Thailand – October 28, 2025** – At In-Cosmetics Asia 2025, held from November 4 to 6 in Bangkok, BASF invites attendees to reimagine the future of personal care through *Beyond Beauty – Where Innovation Meets Tomorrow*, a showcase of holistic, science-driven solutions designed for the conscious era. BASF will unveil beauty innovations where climate-adaptive protection, minimalist rituals, and biotech-powered longevity converge to meet the rapidly evolving needs of consumers, while aligning with the values of a planet-conscious generation. **At booth S10 (in front of Hall 102)**, BASF experts will present the company's latest innovations in collaboration with Azelis/Catalite (Thailand), offering a glimpse into the future of beauty.

### **Aloversil™ and Mimiskin® Garde: New ingredients for hair and skin**

BASF introduces two new products at the event, serving as high-performance ingredients. **Aloversil™** is a botanical peptide-based active ingredient designed to

reinforce the scalp's microvascular foundation for healthier hair over time. It supports the scalp's micro-network to help nourish follicles from within, while defending against stressors to the scalp and improving the appearance of healthy, denser hair. **Mimiskin® Garde** is a next-gen skin protector that acts like a second skin. Its ultra-fine particles melt upon application, forming a breathable film that delivers 24-hour moisturization and shields the skin from environmental stressors. Both are competing for the prestigious Innovation Zone Award — recognizing excellence in ingredient innovation and sustainable beauty advancement.

### **Climate-Adaptive Routines**

As global climate shifts, BASF introduces formulations engineered to perform under environmental stressors like heat, humidity, and pollution. Among the highlights is **Smartvector® V CE**, an advanced technology featuring UV-sensitive, vegan-friendly capsules derived from biotech RNA. Complementing this innovation is **Verdessence® Maize**, a biodegradable, plant-based alternative to synthetic styling polymers. Sourced entirely from renewable feedstocks, it delivers exceptional performance in crystal-clear sprays and airy mousse textures, proving that sustainability and style can go hand in hand.

### **Futuristic Simplicity**

BASF champions the beauty of simplicity with multifunctional, high-efficacy formulations which streamline routines and deliver visible results. **Emulgade® Verde 10 LA**, a bio-based surfactant, derived from renewable plant resources, transforms everyday cleansing into a luxurious skin-caring ritual. Our other advancement, **Lamesoft® OP Plus** is a wax-based opacifier dispersion that enhances rinse-off products with rich opacity and added care benefits. Readily biodegradable and cold-process compatible, it offers a sustainable alternative to traditional persistent, acrylate-based ingredients.

### **Biohacking Beauty**

BASF presents biotech-powered actives to unlock radiant, resilient skin with innovations rooted in longevity science and biotechnology. With four submissions for the **Spotlight On Formulation Award**, each showcases the synergy of nature, science, and skin intelligence.

- **Herbal Melting Foam Cleanser:** A mild, hydrating, yet luxurious cleanser with Plantapon® Amino SLG-P and Hydrasensyl® Glucan Green—ideal for sensitive skin and daily use.
- **Light Touch Day Care Fluid SPF 50:** An ultra-light sunscreen offering broad-spectrum protection with Tinosorb® A2B,<sup>1</sup> Uvinul® filters, and Hydrasensyl® Glucan Green. This formula delivers hydration and a soothing effect, leaving a silky, non-greasy finish.
- **Yogurt – Do a Favor on Skin SPF 50 / PA++++:** A yogurt-textured sunscreen formulated with Tinosorb® S Lite Aqua, using a patented encapsulation technology for synergistic UV protection and providing even film formation while enhancing water resistance.
- **Micro Jewel Micro'balance Watery Gel:** A refreshing gel with jewel-like Fresicle® beads and Relipidium™ to strengthen the skin barrier and balance the microbiome.

#### **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](http://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 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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care 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](http://www.basf.com).

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<sup>1</sup> Not available for sale or use in the United States.