

# News Release

June 24, 2026

## Spotlight on Innovation: BASF Personal Care Launches Emulgade® Verde PE at in-cosmetics Korea 2026

- **Emulgade® Verde PE makes its debut at in-cosmetics Korea 2026, showcasing advanced niosome technology for hydrophilic active delivery**
- **Technical seminar highlights next-generation approaches to effective and responsible formulation design**

**Seoul – June 24, 2026** – BASF will unveil **Emulgade® Verde PE** for the first time in **Asia Pacific at in-cosmetics Korea 2026**, taking place from July 1 to 3 at the COEX Convention & Exhibition Center in Seoul. This advanced ready-to-use, technology simplifies the delivery of hydrophilic actives, while maintaining high formulation efficiency and performance.

### **Advancing Hydrophilic Active Delivery with Emulgade® Verde PE**

Emulgade® Verde PE enables efficient delivery of hydrophilic actives without increasing formulation complexity. Designed as a ready-to-use drop-in solution, it supports seamless integration into a wide range of formulations.

The ingredient enables the formation of niosome vesicles, allowing formulators to easily incorporate hydrophilic actives and integrate them seamlessly into a wide range of formulations. This flexible system supports efficient formulation design while maintaining high performance with minimal process adjustments.

Independent testing shows that formulations with Emulgade® Verde PE enhance the penetration of hydrophilic actives into the skin. By improving transport across the skin barrier, it enables greater efficacy without compromising formulation simplicity.

In addition to the performance benefits, Emulgade® Verde PE offers a mild profile suitable for sensitive skin, making it ideal for modern facial, body and hair care applications that balance efficacy and skin compatibility. The ingredient also supports responsible formulation goals, as it is readily biodegradable and manufactured using an environmentally friendly, solvent-free process.

### **Technical Seminar led by BASF Expert**

On July 2, 2026, BASF Personal Care Expert YoonJung (Rita) Mok, Skincare Regional Marketing Manager, APAC will present how Emulgade® Verde PE simplifies hydrophilic active delivery, enabling formulators to achieve higher efficacy with less complexity through advanced niosome technology.

### **BASF at in-cosmetics Korea 2026**

At in-cosmetics Korea 2026, BASF will also showcase its latest Personal Care innovations across distributor partner booths, including DaeBong LS, Dongyang FT, and Labio reflecting its continued commitment to delivering science-based, high-performance, and future-ready solutions to customers in the region.

### **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. 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 108,000 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 around €60 billion in 2025. 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).