

News Release

Rediscover purposeful, resilient and innovative beauty with BASF's "Beyond Beauty" at California Suppliers' Day

- **BASF introduces Ameriflor Calm, a fresh launch celebrating regional traditional use and scientific excellence**
- **"Reshaping Beauty" formulation concept offers a forward-looking approach that reimagines self-expression, inclusivity and sustainability**
- **Latest insights on how Alkyl Polyglucosides (APGs) can synergize with other co-surfactants to enhance foam and sensorial properties**

FLORHAM PARK, NJ – October 22, 2025 – BASF's Personal Care business showcases the Ameriflor™ Calm botanical active and unveils its latest "Reshaping Beauty" inspirational formulations at the 2025 California chapter of the Society of Cosmetic Chemists (CaliSCC) Suppliers' Day on October 29 & 30, 2025, at the Long Beach Convention Center in Long Beach, California, Booth #503. Building on the momentum of our company's "Beyond Beauty: Thrive into Tomorrow" theme unveiled at 2025 New York Society of Cosmetic Chemists (NYSCC) Suppliers' Day in June, BASF invites the industry to explore how beauty can evolve with purpose, resilience, and innovation.

"At BASF, we believe the future of beauty is inclusive, sustainable, and rooted in science. Our innovations are designed to empower every generation, support every transformation, and champion well-being," said Brandon Crist, BASF Vice President,

Business Management, Personal Care Americas. “Drawing on our scientific expertise and extensive portfolio, BASF delivers innovative, sustainable solutions for the personal care industry - whether nurturing skin across generations, guiding consumers through transformative life changes, or protecting sensitive skin with bio-based and readily biodegradable ingredients, we are helping to shape a future where everyone can truly thrive.”

What’s New on the Horizon

In response to the growing prevalence of sensitive skin worldwide, BASF introduces [Ameriflor Calm](#), a fresh launch that embodies both regional traditional use and scientific excellence. Sourced from regenerative organic certified farms in the U.S. at a manufacturing site powered by 100% renewable electricity,¹ the Ameriflor Calm botanical active works to reduce redness appearance, support the skin barrier, and protect against environmental stressors. More details on this innovative solution will be shared in a presentation from BASF Technical Account Manager for Personal Care, Philip Ludwig, titled "Modeling Sensitive Skin: New Tools to Evaluate Soothing Ingredients Under Everyday and UV-Stressed Conditions" on October 29, 11:30 a.m. – 12:00 p.m. on the Main Stage at CaliSCC.

BASF will also unveil its latest inspirational formulations anchored in the concept of “Reshaping Beauty.” This forward-looking approach reimagines self-expression, inclusivity, and sustainability, addressing the rapid body changes often associated with weight-loss treatments, like GLP-1. BASF’s innovative ingredients including Verdessence® Maize, Lys’Lastine® V, and Oximony™ bioactive are designed to support elasticity, renewed vitality, and confidence through every transformation.

Pillars of Progress

As part of BASF’s ongoing commitment to transformative care, the company will continue to spotlight its trusted "APG Synergies," Alkyl polyglycoside (APG) biosurfactant-based solutions — made from 100% renewable feedstocks — that

¹ Renewable electricity is generated through the application of solar and wind renewable electricity credits allocated to various BASF sites, including the site that produces Ameriflor Calm.

when combined with co-surfactants, enhance foam quality and deliver a range of luxurious textures while meeting sustainability demands. In addition, BASF will spotlight the emotionally resonant “Generational Beauty” formulation concept – designed to connect across ages, cultures, and values.

BASF will also continue to highlight innovative “Sensorial Experiences” toolkits for improved texture, performance, and appeal – Binding Blocks 2.0 and Rheology Toolkit. Visitors may also experience a hands-on demo of BASF’s premier digital service, D’lite, which uses AI and lab data to demonstrate this premier digital service, and features tools like Surfactant Navigator, Emollient Maestro, and Ingredients Revealed.

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.