

# News Release

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## **BASF's Personal Care business launches VitaGuard® A, an innovative encapsulation technology for retinol**

- **Based on BASF's patented solid lipid encapsulation technology to stabilize retinol in cosmetic formulations**
- **Benefits of retinol encapsulation counters known drawbacks such as irritation and stability**
- **Delivers proven anti-ageing benefits, including visible improvement of forehead wrinkle appearance**

**Hong Kong SAR, China – January 23, 2025** – BASF's Personal Care business is launching a new ingredient, [VitaGuard® A](#) to capture the continuous market demand for retinol, while reinforcing its position as a Hero ingredient in cosmetics. This latest innovation is based on the encapsulation of free retinol. Retinol is a powerful anti-aging molecule widely used in cosmetic applications. However, it can also cause skin irritation and is prone to light and air degradation, making it difficult to be widely utilized by formulators. VitaGuard® A was developed using patented solid lipid particles, protecting retinol from degradation, limiting skin irritation and allowing better skin bioavailability for improved cosmetic efficacy.

Several *in vitro* and *ex vivo* studies conducted by BASF have shown VitaGuard® A to improve retinol stability in cosmetic formulations compared to non-encapsulated retinol, enhance skin bioavailability and prevent retinol-induced irritation. Additionally, it clinically improves the forehead wrinkles appearance, skin elasticity and skin tone evenness to connect with retinol's attractive nature as an anti-aging molecule.

## **Clinical study conducted with VitaGuard® A on its effectiveness as an anti-aging molecule**

In a randomized, full-face, double-blind clinical study on Chinese volunteers, VitaGuard® A as a cream was evaluated at 2% (equivalent to 0.1% retinol) on its effectiveness as an anti-aging molecule compared to non-encapsulated retinol at 0.1%. The results concluded that VitaGuard® A significantly showed an anti-wrinkle effect on forehead wrinkle appearance compared to baseline (D0). After 8 weeks, forehead wrinkle volume was reduced by 37% ( $p < 0.01$ ). While assessing skin elasticity improvement, compared to baseline, VitaGuard® A showed significant increase in skin elasticity vs D0 (+16%,  $p < 0.001$ ). Moreover, skin tone evenness was notably improved, showing a variation of 15% compared to the baseline measurements obtained ( $p < 0.001$ ). All these parameters were found to be directionally better versus the same formulation containing non-encapsulated retinol at the same dose of 0.1%.

The development of VitaGuard® A highlights BASF's commitment to addressing customers' needs for the ease of use of retinol, while delivering notable anti-aging effects. Furthermore, it is an example of how the company's Personal Care business is addressing future challenges. Sustainability, digitalization, innovation and new approaches to working together are the key cornerstones to [Care 360° – Solutions for Sustainable Life](#).

### **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 €68.9 billion in 2023. 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).