

News Release

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BASF wins at in-cosmetics Global Awards and BSB Innovation Awards

- **in-cosmetics Global Award in the category “Kenvue Trusted Science Award” for Hydrasensyl® Glucan Green, a multifunctional beta-glucan**
- **BSB Innovation Award: First place in the category “cosmetics/raw materials – actives”:** Epispot™ enhances beauty and self-confidence for people with blemish-prone skin
- **BSB Innovation Award: Second place in the category “cosmetics/raw materials – functionals and recipients”:** Tinomax® CC meets growing demand for multifunctional solutions with improved SPF and UVA protection
- **BSB Innovation Award: Third place in the category “natural products/raw materials – functionals and recipients”:** Emulgade® Verde 10 MS provides enhanced stability in O/W creams and lotions

Paris, France – April 17, 2024 – During in-cosmetics Global in Paris, BASF's Personal Care business unit was awarded four times for innovative ingredients. The in-cosmetics Global Award in the category “Kenvue Trusted Science Award” went to BASF recognizing innovative and effective modern ingredients which consumers can count on everyday. At the same time the 2024 Innovation Prize by the German consulting agency BSB has been won in three categories. “With our Beyond Beauty campaign, launched at in-cosmetics Global, we are promoting the Personal Care industry's transition to more sustainable solutions. After all, tomorrow's beauty will be about authenticity while taking care of the planet,” said Peter Weinert, Vice President, Business Management Personal Care Europe, Middle East, and Africa

at BASF. “The four winning ingredients are an important milestone on this journey, and the awards are recognition of these efforts. We are proud to receive them.”

Hydrasensyl® Glucan Green, a multifunctional beta-glucan was awarded at in-cosmetics Global Award in the category “Kenvue Trusted Science Award”, Celebrating innovative and effective modern ingredients which consumers can count on everyday. Hydrasensyl® Glucan Green merges the beneficial properties of hyaluronic acid and collagen: The primary structure of this beta-glucan resembles hyaluronic acid. This structure enables Hydrasensyl® Glucan to bind large amounts of water in the skin like a natural water-superabsorber. At the same time, the polysaccharide chains are intertwined to form a rope-like, highly resilient triple-helix like collagen. This 3D structure makes Hydrasensyl® Glucan highly stable and insensitive towards harsh formulation conditions. Besides its clinically proven skin smoothing and hydrating properties, it helps to quickly soothe erythema.

Epispot™, BASF’s new active ingredient that targets blemish-prone skin, has been awarded first place in the category “cosmetics/raw materials – active substances”. Addressing the root causes of an imbalance affecting lipids, microbiota, and the skin’s natural defense system, Epispot reduces skin shine, improves the appearance of facial pores, and promotes a healthy complexion. This puts the new ingredient in line with the #NoFilter trend in skincare and meets consumers’ desire for an authentic, flawless look without relying on digital beauty filters. Epispot is an extract of *Epilobium angustifolium*, a plant that is responsibly sourced from France.

Awarded second place in the category “cosmetics/raw materials – functionals and recipients”, **Tinomax® CC** is designed for skin and sun care formulations. In the form of an off-white powder, it enhances UV protection with SPF and UVA via light birefringence, and offers a significant sensory improvement, especially at higher SPFs. Tests have shown that formulations containing Tinomax CC tend to be significantly less sticky and greasy during application than formulations without this ingredient. At the same time, there is no whitening effect on the skin. The functionalized particle is of 100% natural origin content according to ISO 16128 and helps to improve the ecotoxicological profile of formulations, making it a perfect complement to modern and environmentally friendly formulations.

Within the category “Natural products/raw materials – functionals and recipients”, BASF’s **Emulgade® Verde 10 MS** has secured third place. The new versatile O/W emulsifier is suitable for a wide range of cosmetic formulations, providing shear

thinning behavior and supporting easy distribution on the skin. It shows excellent compatibility with commonly used cosmetic ingredients, including both synthetic polymers and biopolymers. Emulgade Verde 10 MS is suitable for sensitive skin and can be used as part of microbiome-friendly concepts. Its proven strong performance is complemented by multiple benefits in terms of sustainability: the COSMOS-approved ingredient is readily biodegradable, preservative-free and based on 100% renewable feedstocks. It is manufactured using an environmentally friendly, solvent-free process.

BSB has issued its Innovation Awards since 2003. These awards recognize innovative solutions in the cosmetics sector for finished products, raw materials, applied concepts, and industrial processes in various categories.

BASF's award-winning ingredients are just one recent example of how the company's Care Chemicals division 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.

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.