

# News Release

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## **BASF's Personal Care business launches Ameriflor Calm**

- **A new active ingredient to help sensitive skin regain resilience by reducing the appearance of redness, minimizing trans-epidermal water loss, and defending against environmental aggressors**
- **Sourced and formulated in the United States, Ameriflor Calm is derived from plants grown on regenerative organic certified farms and is manufactured at a site that uses 100% renewable electricity**

FLORHAM PARK, NJ, October 15, 2025 – In response to the growing demand for effective solutions for sensitive skin, BASF's Personal Care business has introduced Ameriflor™ Calm, a botanical active ingredient that has been shown to make sensitive skin more resilient. This innovative product not only helps to reduce redness appearance and trans-epidermal water loss but also defends against environmental aggressors. Sourced from regenerative organic certified farms in Oregon by the Regenerative Organic Alliance and produced in the United States at a manufacturing site that runs on 100% renewable electricity<sup>1</sup>, Ameriflor Calm exemplifies BASF's commitment to sustainability and ethical practices.

### **A new botanical active to help sensitive skin regain resilience**

Sensitive skin impacts up to 70% of women and 60% of men globally.<sup>2</sup>

"In today's market where consumers value transparency and efficiency, Ameriflor Calm reduces the appearance of redness, supports skin barrier function, and

strengthens resistance to environmental stressors, seamlessly blending the plant-based knowledge from Indigenous traditions in the Americas with modern scientific techniques to enhance the resilience of sensitive skin,” says Lucilene Veira-Nunes, Global Business Management, Beauty Care Solutions at BASF. “Ameriflor Calm addresses the pervasive issue of sensitive skin by combining modern science with bioactive compounds from the Self-Heal plant (*Prunella vulgaris*), a resilient botanical that has long been utilized in traditional practices by Indigenous nations such as the Nitassinan, Catawba, Cherokee and the Algonquin-speaking nations.”<sup>3</sup>

Ameriflor Calm was tested in clinical studies with participants showing signs of sensitive skin, applied at 1% concentration over 28 days, with evaluations at baseline, 7 days, and 28 days. After 7 days of use, the ingredient demonstrated a 10% improvement in skin redness appearance and showed a significant improvement compared to the placebo (8%), with continued positive results observed after 28 days of use. Trans-epidermal water loss also improved substantially by 11% compared to placebo after 7 days of use.

### **Promoting sustainability and ethical sourcing in the Americas**

Ameriflor Calm reflects BASF's commitment to sustainability and ethical sourcing within its [Responsibly Active](#) program for bioactive cosmetic ingredients. The new ingredient is responsibly sourced from regenerative organic farms in Oregon that are certified by the Regenerative Organic Alliance. This ensures full traceability, fair labor practices and environmental stewardship. Ameriflor Calm is manufactured at a site that runs on 100% renewable electricity, contributing to environmental resilience by reducing CO<sub>2</sub> emissions.

Footnotes:

<sup>1</sup> 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

<sup>2</sup> Farage MA. The Prevalence of Sensitive Skin. *Front Med (Lausanne)*. 2019 May 17;6:98.

<sup>3</sup> Native American Ethnobotany, Daniel Moerman. [Native-Land.ca | Our home on native land](#)

### **About the Care Chemicals division at BASF**

The BASF Care Chemicals division 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**

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](http://www.basf.com/us).

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).