



 **BASF**

We create chemistry

Care
Creations™

Clean Cleansing
Mindful ingredients
for you and
the environment



Clean Beauty

Earth friendly from the start

With instant access to information, consumers are getting savvy about the ingredients used in their products and brands are encouraging them to make an impact on the world. Clean Beauty is no longer just a trend. It's a lifestyle choice being embraced by consumers of all generations across the globe.

After scouring the world for nature's best ingredients, BASF knows beauty and well-being can go hand-in-hand, not just for the consumer, but for the planet too. That's why at BASF Care Creations™ we make an effort to innovate with a clean conscience and create beauty responsibly.

BASF has mindfully created and produced ingredients under our “Clean Beauty” banner, making sure they are ethically sourced, created with body and environmental health in mind, and are efficacious.

Clean Beauty is also about getting innovative. BASF has unveiled ingredients for alternative care formats such as dry shampoos, hair soap bars, dissolvable tablets and no-rinse cleansers that require little or no water either during washing or during manufacturing. The lightness of bars and tablets also reduces their overall carbon footprint from creation to packaging to transport to purchase and use.

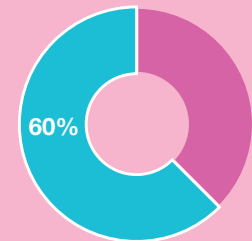
59% of iGen and Millennials cease buying products they feel are unethical according to Mintel

BASF understands that traditional hair and skin cleansing uses much of the world’s precious freshwater, which is just 2.5% of all water resources, according to National Geographic¹.

See how BASF has reimaged personal care ingredients, from biodegradable exfoliant and plastic microbead replacement Cegesoft[®] Peel, through environmentally-friendly silicone alternative Cetiol[®] Ultimate to foamy and mild cleanser Jordapon[®] SCI Powder, and how they can be used in formulations.



■ Dry shampoo
■ Hair wash



Data from a consumer panel indicates that for customers who bought dry shampoo, it replaced normal hair wash 60% of their time

Source: Eco Hair and Beauty



Clean Cleansing

Mindful ingredients for you and the environment

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**When formulating our Clean Cleansing concept,
BASF prohibited the use of:**

1. Benzalkonium chloride
2. BHA and BHT
3. Coal tar
4. Ethylenediaminetetraacetic acid (EDTA)
5. Ethanolamines (MEA/DEA/TEA)
6. Formaldehyde
7. Methylisothiazolinone and methylchlorisothiazolinone
8. Oxybenzone
9. Parabens (methyl-, isobutyl-, propyl- and others)
10. Phthalates
11. Polyethylene glycol (PEG compounds)
12. Retinyl palmitate and Retinol (Vitamin A)
13. Sulphates
14. Triclosan and Triclocarban
15. Silicone
16. Propylene glycol
17. 1-4 dioxane*
18. Phenoxyethanol
19. Gluten

* Jordapon SCI may contain traces of the following:
1,4 dioxane < 1ppb
BHA < 1ppb
PEG < 0.0003%
Paraben < 1ppm



Explore all our Clean
Beauty formulation options
at carecreations.basf.us

A new way to dry cleanse.

A light, refreshing mist perfect for those in between wash days. This formula contains Plantaren® 1200 N UP, a mild and gentle, sulfate-alternative surfactant. Gluadin® Kera-P LM was added for strengthening of the hair shaft and its anti-oxidant properties, in addition to its vegan, gluten-free claims. Sustainably sourced Rambuvital™ protects hair from pollution and increases scalp hydration.

Clean claim: Water conservation, sulfate alternative, gluten-free, vegan

Directions for use: Shake before use. Section hair and apply 1-2 pumps about 6" from roots. Let sit for 30-45 seconds then massage through to cleanse.



Fresh Obsessed Dry Shampoo Mist

HB-US-19-35518-55

Ingredients	INCI	% by Weight	Function
Phase A			
Water, demin.	Water	59.50	
Rice PO4 Natural ¹	Distarch Phosphate ¹	4.00	Skin feel modifier
Phase B			
Plantaren® 1200 N UP	Lauryl Glucoside	2.00	Surfactant
Phase C			
Tinogard® HS	Sodium Benzotriazolyl Butylphenol Sulfonate	0.05	Light stabilizer
Gludain® Kera-P LM	Hydrolyzed Vegetable Protein	2.00	Active ingredient
SDA Alcohol 40B	Ethanol	27.74	
Rambuvital™ BC10059	Maltodextrin [and] Nephelium Lappaceum Seed Extract	0.10	Active ingredient
Phase D			
Rheocare® TTA	Acrylates Copolymer	4.00	Rheology modifier
AMP® Ultra PC 2000	Aminomethyl Propanol ²	0.26	Neutralizing agent
Phase E			
Coconut Vanilla CE-131235	Fragrance ³	0.35	Fragrance
Total		100.00	
Specifications			
pH Value (23°C)	6.5 - 7.0		
Appearance	Light beige flowable & sprayable liquid		

Other Suppliers

¹ Agrana Starch

² Angus Chemical Company

³ Custom Essence

Fun fact

If an individual who showers 8 minutes every day for a year replaces 60% of their showers with dry shampoo, **they will save 7,884 liters of water and reduce carbon footprint by 219.65 kgCO_{2e}**

Source: Eco Hair and Beauty

Procedure

Add water and starch in Phase A. Disperse and heat to 70-75°C. Allow mixing time and maintain temperature. Add Phase B ingredient. Mix until uniform. Then reduce heat to 40°C. Add Phase C ingredients one by one until uniform. Add Phase D ingredients and pH adjust to 6.5-7.0. Add Phase E ingredient and cool to RT.

Novel, waterless shampoo.

A new cleansing format in the form of a tablet addresses the need for sustainable products that are easy-to-use, convenient and waterless. The tablet form is convenient due to its size, portability and ease of use. Readily dissolvable upon contact with water with little to no force required, this cleansing tablet was made possible by carefully selecting water soluble key ingredients that could be compressed into a tablet – including our Jordapon® SCI Powder*.

Clean claim: Sulfate alternative, convenience, on the go, no water in the formula, completely anhydrous

Directions for use: Place tablet in palm of hand and add water. Gently rub hands together to create foam, lather on hair and scalp and rinse.

* Jordapon SCI may contain traces of the following:
1,4 dioxane < 1ppb
BHA < 1ppb
PEG < 0.0003%
Paraben < 1ppm



Keeping Tabs Hair Cleansing Tablet

HB-US-19-31198-51

Ingredients	INCI	% by Weight	Function
Phase A			
Sodium Bicarbonate	Sodium Bicarbonate	85.00	Binder
Jordapon® SCI Powder	Sodium Cocoyl Isethionate	5.00	Surfactant
Citric Acid	Citric Acid	10.00	pH adjustment
Total		100.00	
Specifications			
Appearance	White tablet		



Procedure

This is a tablet formulation so a tableting machine is required.
Hand machine: Compress 1 gram of all three powders together at 2 metric tons with appropriate tablet punch.

Get clean with less water.

Erase the dirt while raising the bar with a solid format, bar shampoo. This low-water formulation also allows for an environmentally-friendly alternative to standard packaging. Jordapon® SCI Powder* and Plantaren® 818 UP provide a mild cleanse with a luxurious, dense, high foam. A carefully selected, naturally derived conditioning package includes Dehyquart® Guar HP, Lamesoft® PO 65, Cetiol® SB 45.

Clean claim: Sulfate alternative, silicone alternative, phenoxyethanol free, low water, packaging alternatives

Directions for use: Rub bar between hands to create a lather, or directly onto hair. Massage into hair and scalp, then rinse clean.

* Jordapon SCI may contain traces of the following:
1,4 dioxane < 1ppb
BHA < 1ppb
PEG < 0.0003%
Paraben < 1ppm



Raise the Bar Solid Shampoo

HB-US-19-32256-67

Ingredients	INCI	% by Weight	Function
Phase A			
Plantaren® 818 UP	Coco-Glucoside	16.70	Surfactant
Dehyton® PK 45	Cocamidopropyl Betaine	10.00	Surfactant
Glycerin	Glycerin	2.00	Humectant
Dehyquart® Guar HP	Guar Hydroxypropyltrimonium Chloride	0.30	Conditioning agent
Lamesoft® PO 65	Coco-Glucoside, Glyceryl Oleate	3.00	Conditioning agent
Jordapon® SCI Powder	Sodium Cocoyl Isethionate	34.70	Surfactant
Phase B			
Cetiol® SB 45	Butyrospermum Parkii [Shea] Butter	3.00	Emollient
Cutina® FS 45	Stearic Acid [and] Palmitic Acid	12.00	Consistency agent
Lanette® O	Cetearyl Alcohol	18.00	Consistency agent
Phase C			
Preservative		q.s.	Preservative
Mango Citrus Amber ¹ CE 178848	Fragrance	0.30	Fragrance
Total		100.00	
Specifications			
Appearance	White solid bar		

Other Suppliers

¹ Custom Essence



Procedure

Heat Phase A to 75-80°C. Mix well. Add Phase B ingredients one by one in a separate beaker. Mix and melt to 75°C. Combine with Phase A. Add Phase C ingredients around 70°C and fill samples.

A mild, earth-friendly way to scrub.

Feel free to exfoliate daily with this mild cleansing scrub featuring Cegesoft® Peel, a sustainably-sourced, readily biodegradable, gentle exfoliant. With smooth and spherical particles, this is a mild alternative to micro-plastics and silica. Rheocare® XGN, a natural based thickener, helps thicken and suspend the exfoliant while Plantapon® LGC-Sorb provides mild cleansing and foaming.

Clean claim: Biodegradable exfoliant

Directions for use: Use once a day. Massage gently over wet skin, avoiding eye area. Rinse thoroughly; pat skin dry.



Friendly Planet Face Scrub

HB-US-19-35526-33

Ingredients	INCI	% by Weight	Function
Phase A			
Water, demin.	Water	52.70	
Rheocare® XGN	Xanthan Gum	0.90	Rheology modifier
Phase B			
Plantapon® LGC SORB	Sodium Lauryl Glucose Carboxylate [and] Lauryl Glucoside	20.00	Surfactant
Dehyton® AB 30	Coco Betaine	20.00	Surfactant
D-Panthenol 75 W	Panthenol	1.00	Active ingredient
Copherol® 1250 C	Tocopheryl Acetate	0.10	Active ingredient
Glycerin	Glycerin	2.00	Humectant
Phase C			
Cotton Touch ¹	Fragrance	0.30	Fragrance
Preservative		q.s.	Preservative
Citric Acid (50% solution)	Citric Acid	q.s.	pH adjustment
Cegesoft® Peel	Glycol Distearate	3.00	Exfoliant
Total		100.00	
Specifications			
pH Value (23°C)	4.5 - 5.0		
Viscosity (Brookfield, RVT, Spindle 4, 10RPM @ 23°C)	5,000 - 7,000 cP		
Appearance	Clear with white suspended particles		

Other Suppliers

¹ Symrise



Procedure

Disperse Rheocare in water with fast mixing until a clear solution is achieved and is homogenous. Premix Phase B ingredients. Add to Phase A with mixing. Adjust pH in Phase C to 4.5-5.0. With slow mixing continue to add Phase C ingredients.

Wipe away dirt and makeup.

Get effortless cleansing with this powerful, yet gentle two-phase micellar facial cleanser featuring Cetiol® Ultimate – a light, naturally-derived emollient and an excellent Cyclomethicone alternative. Cetiol® CC and Cetiol® LC give a caring sensory feel to the formula. Can be used as a makeup remover.

Clean claim: Silicone alternative

Directions for use: Apply a generous amount of cleansing water to a cotton pad. Wipe the cotton pad around the face. There is no need to scrub. Gently wipe around closed eyes. No need to rinse after! Avoid getting into your eyes. If product gets into your eyes, rinse thoroughly with water.



Micellar, Myface Cleansing Water

HB-US-19-35526-42

Ingredients	INCI	% by Weight	Function
Phase A			
Cetiol® CC	Dicaprylyl Carbonate	10.00	Emollient
Cetiol® LC	Coco-Caprylate/Caprata	20.00	Emollient
Cetiol® Ultimate	Undecane [and] Tridecane	10.00	Emollient
Phase B			
Water, demin.	Water	58.93	
Glycerin	Glycerin	1.00	Humectant
Citric Acid (50% solution)	Citric Acid	q.s.	pH adjustment
Potassium Phosphate	Potassium Phosphate Monobasic	0.07	Buffer
Preservative		q.s.	Preservative
Total		100.00	
Specifications			
pH Value (23°C)	5.5 - 6.0		
Appearance	2 Phase liquid, clear		



Procedure

At room temperature, prepare and mix Phase A and Phase B separately. Adjust pH to 6.0 of Phase B. Add Phase A in Phase B without stirring. Fill samples 40:60 (Phase A: Phase B).



About BASF's Care Chemicals division

The BASF division Care Chemicals offers a broad range of ingredients for personal care, hygiene, home care, industrial & institutional cleaning, and technical applications. We are the global leading 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. Superabsorbent polymers developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets.

Further information is available on the internet at www.care-chemicals.basf.com.

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