

Making Pet Market Opportunities Paws-ible

 **BASF**
We create chemistry

Care
Creations™

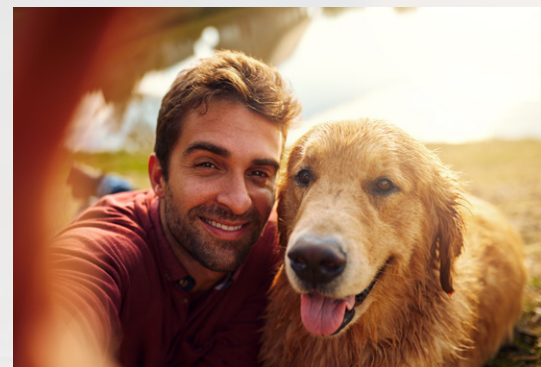


Profitable Paws-ibilities

The pet care grooming market has a bright future, thanks to booming pet ownership and the penchant for people to humanize — and often, indulge — their pets. Today's pet parents are willing and able to pay a premium for high quality products to keep their pets happy and healthy. Like most parents, these consumers are discerning about the ingredients that go into those products.

BASF can help grooming product manufacturers answer the need — and seize the opportunity — in this lucrative market. We've applied years of expertise in personal care products to develop safe, gentle, and effective grooming formulations for pets.

Versatile,
high-performance
ingredients not
just “fur” humans
anymore.





While holistic spa experiences for pets have become an expectation, the ethical brand qualities of pet products have too. After scouring the planet for nature's best raw materials, BASF has developed a broad portfolio of sustainably sourced ingredients that deliver outstanding performance.

Pet Tested, Pet Parent-Approved

From foamy and mild cleanser Jordapon® SCI, to strengthening protein Gluadin® Kera-P LM, to eco-friendly conditioner booster Plantasil Micro® — see how BASF has reimagined personal care ingredients into pet grooming formulations that meet even the pickiest pet parents' demands.

At BASF, we take pet care personally.

Pet owners are invested in their pets' health and happiness, with 32% saying they spend more on their pet than they did a year ago.*

A Fur-midable Market

Grooming is a highly profitable segment of the pet industry.



67% of U.S. households own a pet**

63.4 million U.S. households own a dog**

\$7 billion is the 2020 expected U.S. pet grooming market opportunity**





Indulge your
pet with a clean
conscience.



Pet-friendly Fur-mulations



Creamy Co-Wash for Dogs

HB-US-18-35513-100

Fresh Obsessed Dry Shampoo Mist

HB-US-19-35518-55

Micellar Dog Shampoo

HB-US-20-36032-58

Creamy Co-Wash for Dogs

Gently cleanse and condition wavy, coily or curly pet fur without stripping its natural oils. Derived from natural, renewable plant-based sources, Plantaren® 1200 N UP and Jordapon® SCI surfactants provide sulfate-free cleansing that's mild to skin and eyes. An efficient conditioner at low concentrations, Salcare® Super 7 AT1 provides conditioning, softening, and good spreading.

Creamy Co-Wash for Dogs

HB-US-18-35513-100

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Water	71.75	
	Edeta® BS	EDTA	0.10	Complexing agent
	Glycerin	Glycerin	5.00	Humectant
	Jordapon® SCI	Sodium Cocoyl Isethionate	3.00	Surfactant
	Plantaren® 1200 N UP	Lauryl Glucoside	6.00	Surfactant
B	Lanette® O	Cetearyl Alcohol	3.00	Consistency agent
	Lanette® 16	Cetyl Alcohol	3.00	Consistency agent
	Lanette® 18	Stearyl Alcohol	3.00	Consistency agent
C	D-Panthenol 75 W	Panthenol	0.75	Plasticizer
	Salcare® Super 7 AT1	Polyquaternium-7	1.00	Conditioning agent
D	Eumulgin® VL 75	Lauryl Glucoside (and) Polyglyceryl-2 Dipolyhydroxystearate (and) Glycerin	2.00	Emulsifier (O/W)
	Fragrance	Carrubba Clean Citrus R0021-WS	0.40	Fragrance
	Euxyl® PE 9010 ¹	Phenoxyethanol, Ethylhexylglycerin	1.00	Preservative
Specifications				
pH value (23°C)			6.5 - 7.0	
Viscosity (Brookfield; RVT; spindle TC, Helipath; 10 rpm; 23°C)			35,000 - 45,000 cP	
Appearance			White, viscous, cream	

Other Suppliers: ¹Schülke

Procedure

1. Add phase A ingredients one at a time to main batch and start heating to 80°C.
2. Add phase B to a separate vessel and heat to 80°C.
3. Add phase B to main batch once phase A & B are both 80°C.
4. Continue mixing and turn off heat.
5. At 50°C, add phase C ingredients with ample mixing.
6. Premix phase D together and add to main batch at 45°C.
7. Add phase E to main batch at 40°C and mix well.



Pet-friendly Fur-mulations

Fresh Obsessed Dry Shampoo Mist

This light, dry-cleanse mist is the perfect way to refresh your pooch between wash days. It contains Plantaren® 1200 N UP, a mild and gentle, sulfate-alternative surfactant. Gluadin® Kera-P LM was added to strengthen the hair shaft and for its anti-oxidant properties and vegan claims. Sustainably sourced Rambuvital® protects pet fur from pollution while hydrating the skin underneath.



Fresh Obsessed Dry Shampoo Mist

HB-US-19-35518-55

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Water	59.50	
	Rice PO4 Natural ¹	Distarch Phosphate	4.00	Absorbent
B	Plantaren® 1200 N UP	Lauryl Glucoside	2.00	Surfactant
C	Tinogard® HS	Sodium Benzotriazolyl Butylphenol Sulfonate	0.05	Light stabilizer
	Gluadin® 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
D	Rheocare® TTA	Acrylates Copolymer	4.00	Rheology modifier
	AMP® Ultra PC 2000 ²	Aminomethyl Propanol	0.26	Neutralizing agent
E	Fragrance	Custom Essence Coconut Vanilla CE-131235	0.35	Fragrance
Specifications				
pH value (23°C)	6.5 - 7.0			
Appearance	Light beige, flowable and sprayable liquid			

Other Suppliers: ¹Agrana Starch; ²Angus Chemical Company

Procedure

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



Micellar Dog Shampoo

This gentle shampoo rinses away quickly while effectively removing dirt and buildup from the fur. Plantaren® 810 UP, made from renewable, plant-derived feedstocks is a multi-functional surfactant that's sulfate- and preservative-free. Plantasil® Micro provides weightless conditioning for a refreshing cleansing formula.

Micellar Dog Shampoo

HB-US-20-36032-58

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Water	86.60	
	Edeta® BD	Disodium EDTA	0.10	Complexing agent
	1,2 Propylene Glycol Care	Propylene Glycol	1.00	Humectant
	Dehyquart® A-CA	Cetrimonium Chloride	1.00	Conditioning agent
	Plantasil® Micro	Dicaprylyl Ether, Decyl Glucoside, Glyceryl Oleate	2.00	Conditioning agent
	Plantaren® 810 UP	Caprylyl/Capryl Glucoside	8.00	Surfactant
	Euxyl® K 940 ¹	Phenoxyethanol (and) Benzyl Alcohol (and) Ethylhexylglycerin	1.00	Preservative
B	Fragrance	Clean citrus - Carrubba	0.30	Fragrance
	Citric Acid (50% solution)	Citric Acid	q.s.	pH Adjustment
Specifications				
pH value (23°C)		6.5 - 7.0		
Appearance		Clear, non- viscous, liquid		

Other Suppliers: ¹Schülke

Procedure

1. Add ingredients in Phase A in order with mixing.
2. Add Phase B ingredients in order with mixing.
3. Adjust pH if necessary to 6.5 - 7.0



Performance Study Results



Creamy Co-Wash for Dogs
Mild Cleansing Plus Detangling
and Conditioned Feel

Micellar Dog Shampoo
Gentle, Effective Cleansing
and Conditioning

Fresh Obsessed Dry Shampoo Mist
Easy-to-Use and Refreshing

At BASF,
we take pet
care personally



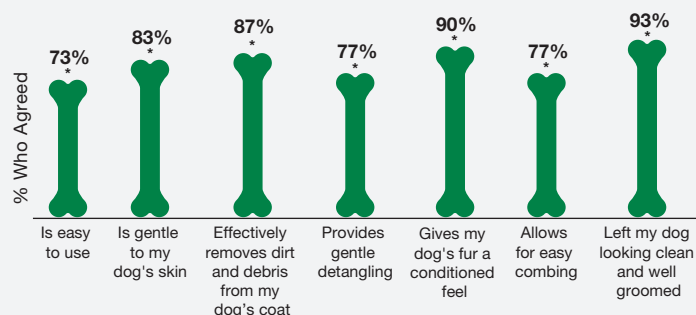


93% of participants

indicated they liked the overall performance of the co-wash

Creamy Co-Wash for Dogs Study

A significant majority of the subjects agreed with each performance claim for the cleansing Creamy Dog Co-Wash.



* Significant majority Binomial test p-value <0.05

Amongst other parameters, the co-wash formulation was perceived as:

- Gentle while effectively removing debris and dirt.
- Providing detangling with a conditioned feel.



“My dog's fur was noticeably thicker and fuller after the shampoo”

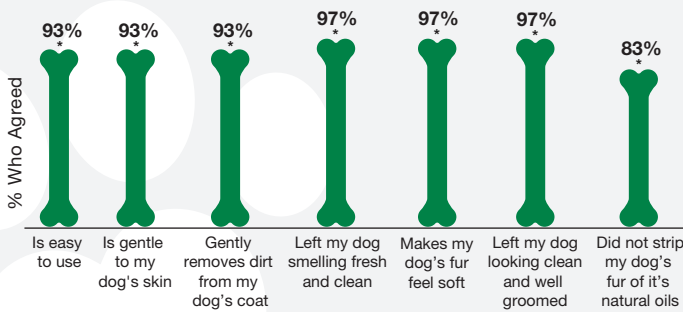
– Panel participant



Performance Study Results

Micellar Dog Shampoo Study

An overwhelming majority of the subjects agreed with the performance claims for the micellar shampoo product.



* Significant majority Binomial test p-value <0.05

The micellar shampoo was perceived as gentle while leaving dog's fur feeling soft, looking clean and well groomed, and did not strip dog's fur of its natural oils.

100% of participants
liked the overall performance
of the micellar shampoo

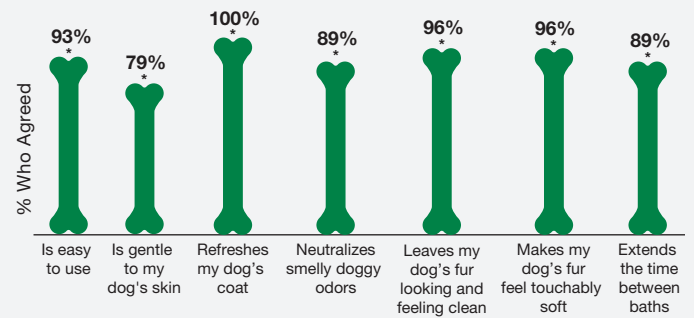
"My dog's coat has not become oily yet! I washed her 3 nights ago and she's still like she was after the bath!

- Panel participant



Fresh Obsessed Dry Shampoo Mist Study

A significant majority of the participants agreed with the performance claims for the dry shampoo product.



* Significant majority Binomial test p-value <0.05

The dry shampoo was perceived as easy to use, refreshing the dogs' coats while leaving the fur looking clean, feeling touchably soft, and extending the time between baths.

89% of participants
liked the overall performance
of the dry shampoo mist

"I loved that it was a dry shampoo and so easy to apply. I loved that after the product dried, the fur was soft and smooth, and it got rid of the bad "doggy" smell. It was quite effective and so easy to use."

- Panel participant



BASF Care Creations™ for Pet Grooming

Explore our portfolio of
ingredients for pet grooming
formulations online
www.carecreations.basf.us

* Please contact your local sales representative to learn more about our DSL- and TSCA- compliant ingredients for pet grooming formulations.



A bright future
with endless
paws-ibilities
lays ahead.



About BASF's Care Chemicals division

The BASF division Care Chemicals offers a broad range of ingredients for personal care, 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. 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.carecreations.basf.us

BASF Corporation

100 Park Avenue
Florham Park, NJ 07932
US
Phone: +1-800-962-7831
beautycare-na@basf.com

Although all statements and information in this publication are believed to be accurate and reliable, they are presented gratis and for guidance only, and risks and liability for results obtained by use of the products or application of the suggestions described are assumed by the user. THERE ARE NO WARRANTIES OF ANY KIND. ALL EXPRESS AND IMPLIED WARRANTIES ARE DISCLAIMED. Statements or suggestions concerning possible use of the products are made without representation or warranty that any such use is free of patent infringement and are not recommendations to infringe any patent. The user should not assume that toxicity data and safety measures are indicated or that other measures may not be required. The claims and supporting data provided in this publication have not been evaluated for compliance with any jurisdiction's regulatory requirements and the results reported may not be generally true under other conditions or in other matrices. Users must evaluate what claims and information are appropriate and comply with a jurisdiction's regulatory requirements. The user of this publication agrees to (i) indemnify and hold harmless each entity of the BASF organization for any and all regulatory action arising from the user's use of any claims or information in this publication, including, but not limited to, use in advertising and finished product label claims, and (ii) not present this publication as evidence of finished product claim substantiation to any regulatory authority.

© 2020 BASF Corporation, Florham Park, NJ. All rights reserved.


We create chemistry