

Multi-factorial approach to counteract enlarged pores and uneven skin texture with hesperidin-titrated active ingredient

BASF Corporation

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PRODUCT/SERVICE BACKGROUND INFORMATION

BASF Personal Care aims to be a preferred solution provider for the global personal care industry. Combining scientific expertise, market insights and a broad portfolio of ingredients and solutions, we support customers in addressing evolving consumer needs. Our approach brings together innovation, performance and formulation expertise to help personal care manufacturers develop solutions for a rapidly changing market.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

At SCC, BASF Personal Care will showcase its latest innovations across sun, skin and hair care. Highlights include Tinosorb® S (Bemotrizinol), the latest FDA-approved UV filter; Floragenist™ Blossom, inspired by epigenetics to support skin's adaptive resilience; Lock in Care, featuring six formulations for high-porosity textured hair; and Climate-Adaptive Beauty, with five formulations designed for responsive hair and skin care across changing environments.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

These innovations give personal care formulators new ways to address evolving consumer needs across sun protection, skin resilience and hair care. From advanced UVA and UVB protection with exceptional photostability to solutions supporting skin's adaptive resilience, high-porosity textured hair and changing environmental conditions, BASF combines ingredient technologies and formulation expertise to help customers create high-performing, differentiated personal care products.