



# Natural Ingredients in Personal Care

150 years

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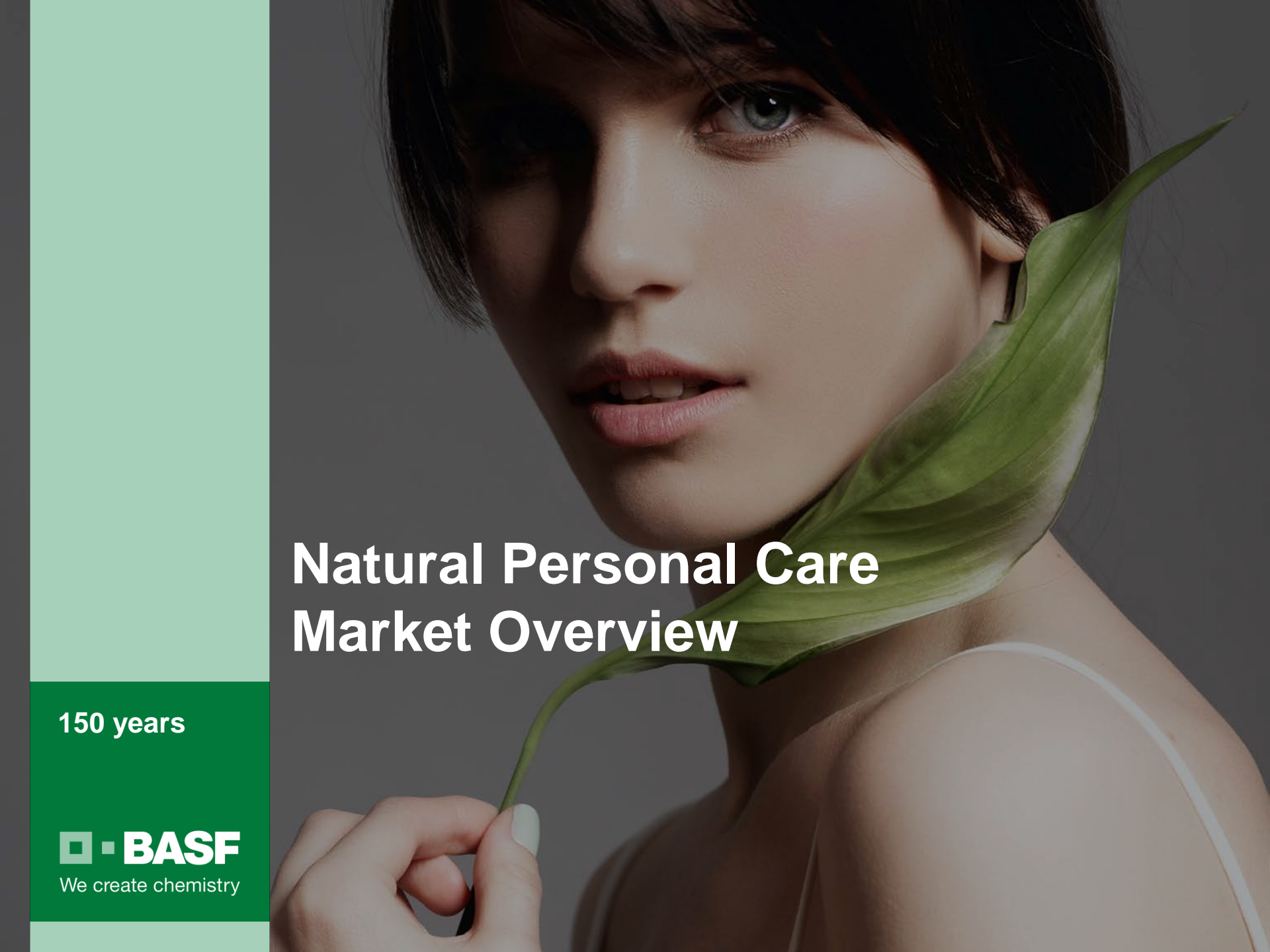
**1 | Market Overview**

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# Natural Personal Care Market Overview

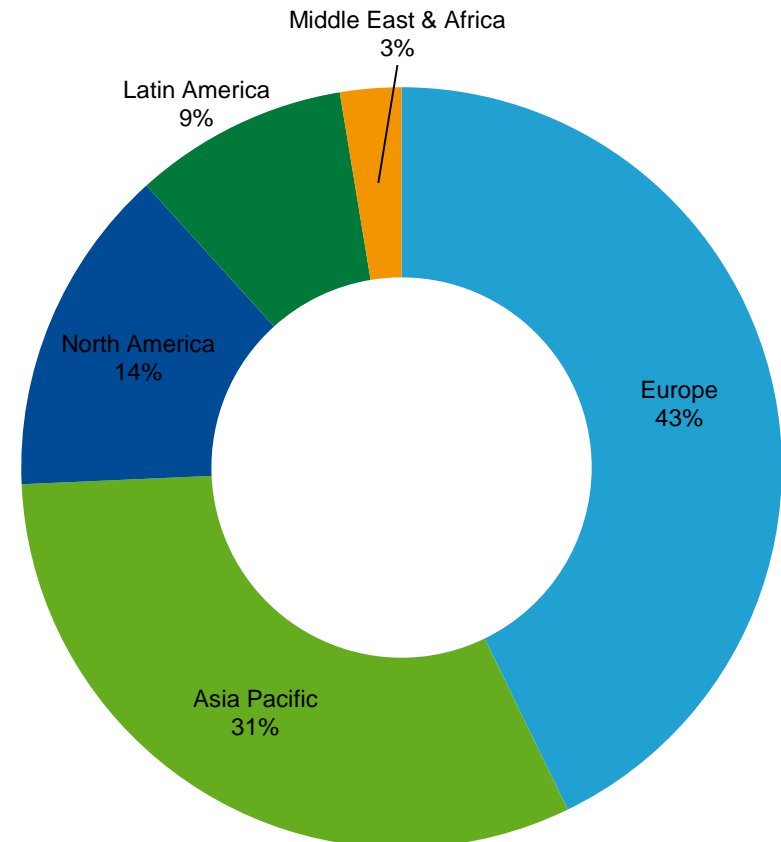
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# Europe, Asia Pacific and North America made up > 85% of Global Natural Personal Care product launches during 2010 - 2014

- Europe has the highest representation of launches, 43%, followed by APAC, North America, Latin America, and MEA.
- MEA had the highest growth in 2014 when compared to 2010, +40.5%.
- Brazil had a representation of 4.1% of total Latin American launches.



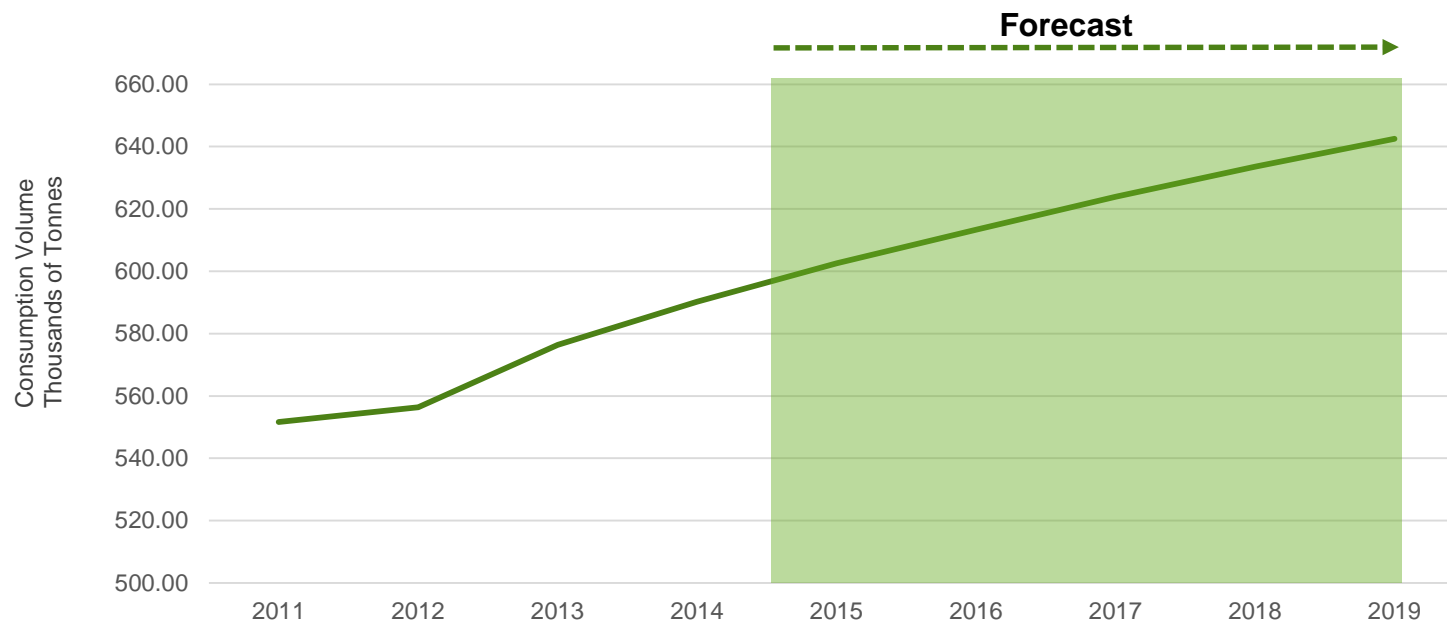
Top regions and countries launching natural skincare, soap & bath and hair products, based on number of products, **Global**, 2010 - 2014

# Natural Personal Care market in North America shows strong historical and forecasted consumption volume growth

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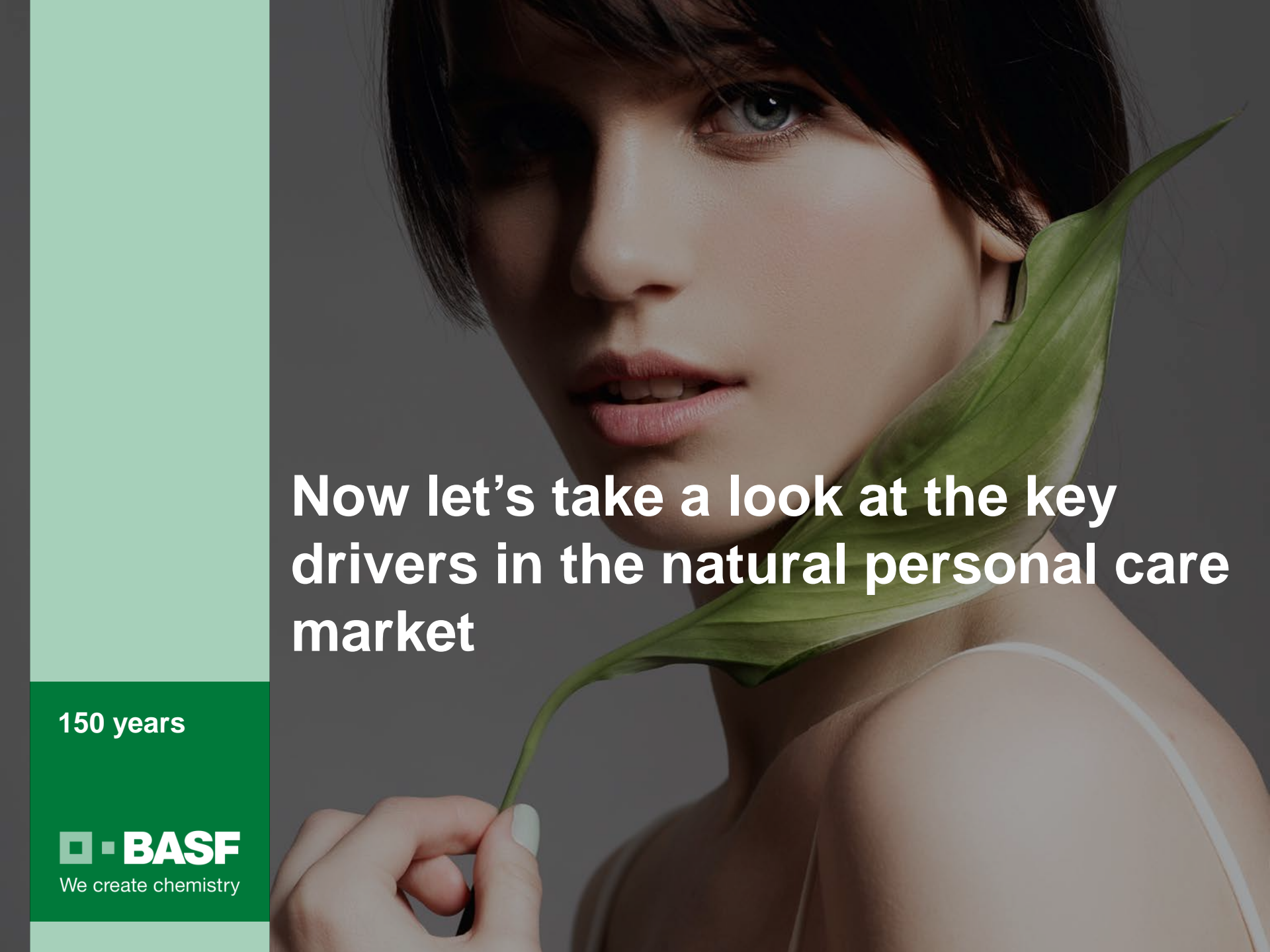
Historical & Forecasted natural ingredient consumption volume for North America



**Category definition – Botanicals:**

Natural ingredients which derive from plants. They are commonly found in a range of hair care and skin care products.

Today's presentation will focus on North American market and consumer



**Now let's take a look at the key  
drivers in the natural personal care  
market**

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# Key Drivers Influencing Growth of US Natural Personal Care Market



**Consumer Awareness**



**Sensitive Skin**



**Holistic Lifestyle**



**Environmental Impact**

# Rising consumer interest and purchases are driving the growth in natural product launches and claims

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**60% of women** worldwide expressed that natural claims highly influence their choice of beauty products<sup>1</sup>

**28%** of adults reported purchasing more natural and organic products in 2013 compared to 2012<sup>2</sup>

**4 out of 10 new product launches** in the last 5 years featured natural claims<sup>3</sup>

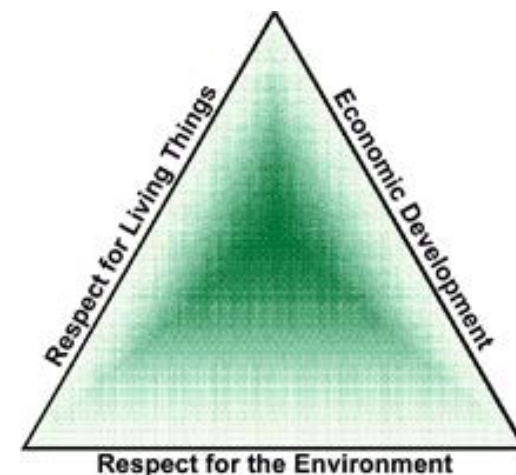


# How Natural Personal Care Varies...Natural / Green / Sustainable

## Essential elements:

- **Sustainability** (care and respect for the ecosystem and people)
- **Naturalness** (presence of natural ingredients)
- **Wholesomeness** (organic - use of renewable resources and the conservation of soil and water)
- **Environmentally-friendly**
- **Cruelty-free**
- **Safe** for use or consumption

*How these elements are incorporated in the development and marketing of natural products varies based on the criteria and definitions established by various organizations and CPG companies*



NPA standards offer acceptable guidelines when formulating for the US Natural Personal Care market



# Here's a quick overview on the NPA guidelines for natural products

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# Formulating to the NPA Standard

What is “Natural”:

- Ingredients that come or are made from a renewable resource found in nature (Flora, Minerals etc), with absolutely no petroleum compounds.



All products that are labeled or branded “Natural” must:

- Be made with at least 95% natural ingredients – excluding water
- Contain only synthetic ingredients specifically allowed under this standard and environmentally-friendly products that are nurturing to us and as harmless as possible to the earth

A synthetic non-natural ingredient can be used:

- Only when there is not a readily available natural alternative ingredient
- Only when there are no suspected human health risks as indicated by peer-reviewed third-party scientific literature

# BASF offers a comprehensive portfolio of natural ingredients that comply with the NPA standard

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## BASF Personal Care Products Certified by the Natural Products Association (NPA)

BASF is proud to offer our customers a wide range of personal care products that have been evaluated and certified by the Natural Products Association (NPA). The products listed below have met the strict guidelines set in the NPA's Natural Standard for Personal Care products. Pre-approved product certification makes it easier, faster and more convenient for manufacturers to gain certification for consumer products.

The NPA is the oldest and largest non-profit organization dedicated to the natural products industry. For more information or to order product samples, please contact your sales representative.

Cognis Tradename	Ingredients	Primary Function
Actiwhite™ PW LS 9860	Maltodextrin (and) Sucrose Dilsaurate (and) Sodium Cocoyl Glutamate (and) Pisum Sativum (Poa) Extract	Skin Lightening Active
AHCare™ LS-05	Lactic Acid (and) Water (and) Arginine	Anti-aging Active
Arganyl™ PW LS 9830	Argania Spinosa Leaf Extract (and) Maltodextrin	Anti-aging Active
Argatensyl™ PW BIO LS 9802	Argania Spinosa Kernel Extract (and) Sodium Cocoyl Glutamate	Skin-Tightening Active
Cegosoft® GPO	Elaeis Guineensis (Palm) Oil	Emollient
Cegosoft® HF 52	Hydrogenated Vegetable Oil	Consistency Factor
Cegosoft® HF 62	Hydrogenated Vegetable Oil	Consistency Factor
Cegosoft® PFO	Passiflora Incarnata Seed Oil	Emollient
Cegosoft® PS 6	Olus Oil (EU) Vegetable Oil	Emollient
Cegosoft® SB	Butyrospermum Parkii (Shea Butter)	Emollient
Cegosoft® SB Organic	Butyrospermum Parkii (Shea) Butter	Emollient
Cegosoft® SH	Shorea Stanoptera Seed Butter	Emollient
Cegosoft® VP	Vegetable Oil (and) Hydrogenated Vegetable Oil (and) Euphorbia Cerifera (Candelilla) Wax	Consistency Factor
Cetiol® C5	Coco-caprylate	Emollient
Cetiol® CG	Dicaprylyl Carbonate	Emollient
Cetiol® J 600	Olavl Erucata	Emollient
Cetiol® LC	Coco-Caprylate/Caprata	Emollient
Cetiol® LDO	Dicaprylyl Ether (and) Lauryl Alcohol	Lipid Layer Enhancer
Cetiol® MM	Myristyl Myristate	Emollient
Cetiol® DE	Dicaprylyl Ether	Emollient

**NPA Certified Effect Pigments**  
191 BASF Effect Pigments certified by the Natural Products Association

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**NPA Certified Products**  
83 BASF products certified by the Natural Products Association

Our NPA certified products brochure features close to 100 products whereas, our newly launched NPA Effect pigment brochure highlights over 150 recently certified special effect pigments



Let's look at some of BASF's Natural  
and NPA certified ingredients...

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# Plantapon® LGC Sorb NA

**INCI Name:** Sodium Lauryl Glucose Carboxylate (and) Lauryl Glucoside

**Description:** Anionic Surfactant

**Appearance:** Clear yellow liquid

**Use Level:** 15 – 45% as primary surfactant  
3 – 15% as secondary surfactant

## Key Features/Benefits:

- Offers both mild cleansing and rich, dense foam
- High HLB surfactant
- Efficient at low use levels
- Ideal as the primary surfactant for mild rinse-off applications
- Foam behavior is independent of pH
- Low pH stability – performs well in salicylic acid formulations
- EO/PO free
- Essential component of anionic SWOP formulations



# Lamesoft® PO 65

**INCI Name:** Coco Glucoside (and) Glyceryl Oleate

**Description:** Lipid layer enhancer

**Appearance:** Slightly yellowish viscous composite

**Use Level:** 1 – 5 %

## Key Features/Benefits:

- Lipid layer enhancer for surfactant based cleansers
- Softens and moisturizes skin and hair
- Can improve the mildness of a formulation
- Enhances viscosity in sulfate-free systems
- Can be used in clear, opacified and pearlized formulations
- Cold processable
- EO/PO free



# Plantapon® TF

**INCI Name:** Decyl Glucoside (and) polyglyceryl-10  
Caprylate/Caprate (and) Coco Glucoside (and) Glyceryl Oleate

**Description:** Natural surfactant blend

**Appearance:** Clear yellowish liquid

**Use Level:** ~ 20%

## Key Features/Benefits:

- Extremely mild tear-free and sulfate-free surfactant blend based on APG technology
- Effective cleansing properties
- Excellent foaming and sensory properties
- Tear-free certification possible when diluted in final formulation
- Suitable for sulfate-free, EO-free, PEG-free, paraben-free applications
- Ideal for baby care products such as shampoo and bodywash





# Euperlan<sup>®</sup> Green



**INCI Name:** Lauryl Glucoside (and) Stearyl Citrate

**Description:** Natural pearlizing wax

**Appearance:** Pearlescent liquid

**Use Level:** 2 – 6 %

## Key Features/Benefits:

- Highly efficient consistency wax
- Positive impact on stability and viscosity of O/W emulsions
- Compatible with nonionic, cationic and anionic ingredients
- Contributes to improved skin feel in formulations
- Can reduce whitening effect in some formulations
- Suitable for a wide range of personal care formulations



# Cutina<sup>®</sup> HVG



**INCI Name:** Hydrogenated Vegetable Glycerides

**Description:** Natural consistency wax

**Appearance:** White to slightly yellowish granules

**Use Level:** 1 – 5 %

## Key Features/Benefits:

- Highly efficient consistency wax
- Positive impact on stability and viscosity of O/W emulsions
- Compatible with nonionic, cationic and anionic ingredients
- Contributes to improved skin feel in formulations
- Can reduce whitening effect in some formulations
- Suitable for a wide range of personal care formulations



# Emulgin® SG



**INCI Name:** Sodium Stearoyl Glutamate

**Description:** Anionic O/W emulsifier

**Appearance:** White to slightly yellowish granules

**Use Level:** 0.25 – 2.0 %

## Key Features/Benefits:

- Strong O/W emulsifier, effective at low use levels
- High compatibility with electrolytes including water-soluble UV filters
- High flexibility in formulations
- Strong emulsifier for face, body and sun care applications
- EO-free



# Lipofructyl™ MO LS 9305

**INCI Name:** Moringa Pterygosperma Seed Oil

**Description:** Natural, oil-soluble bio-active

**Appearance:** Liquid

**Use Level:** 1 – 5 %



## Key Features/Benefits:

- Known for its high fatty acid profile (97.5%)
- High oxidation stability
- High spreading value without tackiness
- Known to provide hydration and nutrition for both skin and hair



# Emulgade<sup>®</sup> Sucro Plus



**INCI Name:** Sucrose Polystearate, Cetyl Palmitate

**Description:** Natural emulsifier blend

**Appearance:** White to slightly yellowish granules

**Use Level:** 1 – 5 %

## Key Features/Benefits:

- Exhibits good consistency build-up in formulations
- Lamella structure provider
- Suitable for use in facial skin care including eye area, body care and sun care applications
- Provides sensory benefits in finished formulations – silky, dry skin after-feel
- Good electrolyte compatibility



# Cetiol® SB 45



**INCI Name:** Butyrospermum Parkii (Shea) Butter

**Description:** Natural butter

**Appearance:** White to off-white semi solid wax

**Melting Point:** 42°C - 46°C

## Key Features/Benefits:

- Excellent odor profile and color
- Skin soothing properties
- Soft and pleasant skin feel
- High content of triglycerides





**Let's review some natural  
formulations that meet the NPA  
guidelines**

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# Tear-free\* Pearlized Baby Wash

US-00846-027

Phase	Tradename	INCI	% by weight	Function
A	Deionized Water	Water	74.30	Diluent
	Natrasol Plus 330 CS	Cetyl Hydroxyethylcellulose	0.10	Thickener
	Keltrol CG-SFT	Xanthan Gum	1.00	Thickener
B.		<b>Decyl Glucoside (and) Polyglyceryl-10 Caprylate/caprate (and) Coco Glucoside (and) Glyceryl Oleate</b>	<b>19.60</b>	Mild Surfactant Blend
	<b>Plantapon® TF</b>			
	<b>Myritol® 331</b>	<b>Cocoglycerides</b>	<b>1.50</b>	<b>Emollient</b>
	Sodium Benzoate	Sodium Benzoate	0.20	Preservative
		<b>Lauryl Glucoside (and) Stearyl Citrate</b>	<b>3.00</b>	Pearlizer
C.	Citric Acid (100%)	Citric Acid	0.30	pH Adjustment

## Featured Ingredients:

- **Plantapon® TF:**
  - Natural surfactant blend
  - Achieve gentle cleansing formulations
- **Myritol® 331:**
  - Natural emollient
  - Skin conditioning benefits
- **Euperlan® Green:**
  - Natural pearlizer blend
  - Luxurious product aesthetics
  - Creamy foam



\* This formula is to be classified as harmless in regards to the possibility of eye irritation in a direct eye contact situation. The claim "no tears" and "no burning in the eyes" were confirmed.



# Nourishing Baby Lotion

SC-US-15-452-656-186-8

Phase	Tradename	INCI	% by Weight
A	Monomuls 90 - L 12	Glyceryl Laurate	2.90
	Soybean Oil	Glycine Soja (Soybean) Oil	2.90
	<b>Myritol 331</b>	<b>Cocoglucosides</b>	<b>2.50</b>
	Lameform TGI	Cetyl Alcohol	0.10
	Lanette 16	Cetyl Alcohol	0.95
	Cutina GMS V	Glyceryl Stearate	0.55
	Lanette O	Cetearyl Alcohol	0.55
	<b>Cutina HVG</b>	<b>Hydrogenated Vegetable Glycerides</b>	<b>0.95</b>
	Emulgin SG	Sodium Stearoyl Glutamate	0.50
B	Vanzan NF	Xanthan Gum	0.40
	Natrosol Plus 330 CS	Hydroxyethylcellulose	0.40
C	Water, demin	Water	84.0
	Glycerin	Glycerin	3.00
D	Benzoic Acid	Benzoic Acid	0.30

## Featured Ingredients:

- **Myritol® 331**
  - Naturally derived, medium spreading emollient
  - Effective moisturization
  
- **Cutina® HVG:**
  - Provides a silky feel and texture
  - Helps reduce whitening effect of products during application



# Daily Cleansing Shampoo

HB-US-15-31198-52

Phase	Tradename	INCI	% by weight
A.	DI Water	Water	q.s.
	Glycerin	Glycerin	4.00
	Keltrol CG-SFT	Xanthan Gum	2.00
B.	DI Water	Water	58.40
	<b>Plantapon® LGC Sorb</b>	<b>Sodium Lauryl Glucose Carboxylate (and) Lauryl Glucoside</b>	<b>20.00</b>
	<b>Plantapon® ACG HC</b>	<b>Disodium Cocoyl Glutamate</b>	<b>12.00</b>
	<b>Lamesoft® PO 65</b>	<b>Coco-Glucoside (and) Glyceryl Oleate</b>	<b>3.00</b>
	Sodium Benzoate	Sodium Benzoate	0.60
C	Citric Acid (50%)	Citric Acid	q.s.

## Featured Ingredients:

- **Plantapon® LGC Sorb:**
  - Anionic surfactant
  - Suitable for mild cleansing
  - Excellent foaming properties
  - Suitable for sulfate-free applications
  
- **Plantapon® ACG HC**
  - Excellent co-surfactant in mild cleansing applications
  - Excellent foaming and skin sensory benefits
  - Suitable for Sulfate-free applications



# Naturally Moisturizing Body Butter

SC-US-15-32916-52-1

Phase	Tradename	INCI	% by weight
A	Water, demin	Water	62.5
	Vanatural Bentonite Clay	Bentonite	2.00
	Vanzan NF	Xanthan Gum	0.50
	Emulgin® SG	Sodium Stearoyl Glutamate	0.90
	Plantacare® 818 UP	Coco-Glucoside	0.30
	Tinocare® GL	Sclerotium Gum	3.00
	Potassium Sorbate	Potassium Sorbate	0.30
B	Cutina® GMS	Glyceryl Stearate	6.40
	Lanette® O	Cetearyl Alcohol	2.40
	<b>Cetiol® CC</b>	<b>Dicaprylyl Carbonate</b>	<b>3.00</b>
	Lanette® 22	Behenyl Alcohol	1.00
	<b>Cetiol® OE</b>	<b>Dicaprylyl Ether</b>	<b>5.00</b>
	<b>Cetiol® SB 45</b>	<b>Buterospermum Parkii (Shea) Butter</b>	<b>10.00</b>
	<b>Lipofructyl™ MO LS 9305</b>	<b>Moringa Pterygosperma Seed Oil, Moringa Oleifera Seed Oil</b>	<b>2.00</b>
C	Benzyl Alcohol	Benzyl Alcohol	1.00
D	Citric Acid	Citric Acid	0.05

## Featured Ingredients:

### ▪ Cetiol® CC, Cetiol® OE:

- Natural emollient with high spreadability
- Light skin after feel
- Mitigate greasiness in formulations

### • Cetiol® SB 45:

- Natural Shea Butter
- Promote skin barrier function repair

### • Lipofructyl™ MO:

- Long lasting moisturization
- Replenish natural skin lipids





**Thank you!!**

**Q & A**

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# Additional information and questions

Feel free to contact us at:

E-mail: [personalcare-na@basf.com](mailto:personalcare-na@basf.com)

[Ulprospector.com](http://Ulprospector.com) for additional ingredient and formulation information



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# Naturally Moisturizing Body Butter

SC-US-15-32916-52-1

Phase	Tradename	INCI	% by weight	Function
A	Water, demin	Water	62.5	
	Vanatural Bentonite Clay	Bentonite	2.00	Thickener, Stabilizer
	Vanzan NF	Xanthan Gum	0.50	Stabilizer
	Emulgin® SG	Sodium Stearoyl Glutamate	0.90	Emulsifier (O/W)
	Plantacare® 818 UP	Coco-Glucoside	0.30	Emulsifier (O/W)
	Tinocare® GL	Sclerotium Gum	3.00	Humectant
	Potassium Sorbate	Potassium Sorbate	0.30	Preservative
B	Cutina® GMS	Glyceryl Stearate	6.40	Consistency agent
	Lanette® O	Cetearyl Alcohol	2.40	Consistency agent
	Cetiol® CC	Dicaprylyl Carbonate	3.00	Emollient
	Lanette® 22	Behenyl Alcohol	1.00	Consistency agent
	Cetiol® OE	Dicaprylyl Ether	5.00	Emollient
	Cetiol® SB 45	Buterospermum Parkii (Shea) Butter	10.00	Emollient
C	Lipofructyl™ MO LS 9305	Moringa Pterygosperma Seed Oil, Moringa Oleifera Seed Oil	2.00	Active ingredient
	Benzyl Alcohol	Benzyl Alcohol	1.00	Preservative

## Procedure:

- I. Combine phase A and begin heating to 75-80 C
- II. Combine phase B and heat to 75-80 C with mixing.
- III. Add phase B to phase A while homogenizing
- IV. Switch to lightenin' mixing and begin cooling to RT
- V. Add phase C at 40 C
- VI. Adjust pH to between 6.0 - 7.0 if necessary



  
Care Creations<sup>31</sup>

# Nourishing Baby Lotion

SC-US-15-452-656-186-8

Phase	Tradename	INCI	% by Weight	Function
A	Monomuls 90 - L 12	Glyceryl Laurate	2.90	Lipid layer enhancer
	Soybean Oil	Glycine Soja (Soybean) Oil	2.90	Emollient
	<b>Myritol 331</b>	<b>Cocoglycerides</b>	<b>2.50</b>	<b>Emollient</b>
	Lameform TGI	Cetyl Alcohol	0.10	Emulsifier (W/O)
	Lanette 16	Cetyl Alcohol	0.95	Consistency agent
	Cutina GMS V	Glyceryl Stearate	0.55	Consistency agent
	Lanette O	Cetearyl Alcohol	0.55	Consistency agent
	<b>Cutina HVG</b>	<b>Hydrogenated Vegetable Glycerides</b>	<b>0.95</b>	<b>Consistency agent</b>
	Emulgin SG	Sodium Stearoyl Glutamate	0.50	Emulsifier (O/W)
B	Vanzan NF	Xanthan Gum	0.40	Rheology modifier
	Natrosol Plus 330 CS	Hydroxyethylcellulose	0.40	Rheology modifier
C	Water, demin	Water	84.0	
	Glycerin	Glycerin	3.00	Humectant
D	Benzoic Acid	Benzoic Acid	0.30	Preservative

## Procedure:

- I. Heat phase A with slow mixing to 80C until it melts.
- II. Add phase B to phase A with moderate mixing and make sure all gums are hydrated.
- III. Add phase A/B to pre-heated water phase C (80C), mix well and start cooling.
- IV. Homogenize when temperature is ~65C.
- V. Continue mixing with moderate speed while cooling.
- VI. Add phase D with moderate mixing when temperature drops below 40C.





# Daily Cleansing Shampoo

HB-US-15-31198-52

Phase	Tradename	INCI	% by weight	Function
A.	DI Water	Water	q.s.	Diluent
	Glycerin	Glycerin	4.00	Moisturizer
	Keltrol CG-SFT	Xanthan Gum	2.00	Thickener
B.	DI Water	Water	58.40	Diluent
	<b>Plantapon® LGC Sorb</b>	<b>Sodium Lauryl Glucose Carboxylate (and) Lauryl Glucoside</b>	<b>20.00</b>	<b>Primary Surfactant</b>
	<b>Plantapon® ACG HC</b>	<b>Disodium Cocoyl Glutamate</b>	<b>12.00</b>	<b>Secondary Surfactant</b>
	Lamesoft® PO 65	Coco-Glucoside (and) Glycerol Oleate	3.00	Lipid Layer Enhancer
	Sodium Benzoate	Sodium Benzoate	0.60	Preservative
	Citric Acid (50%)	Citric Acid	q.s.	pH Adjuster

## Procedure

- i. Add Phase A and mix well.
- ii. Add Phase B to separate vessel and mix well. Adjust pH to 5.0-5.5 with citric acid and add to Phase A.

