

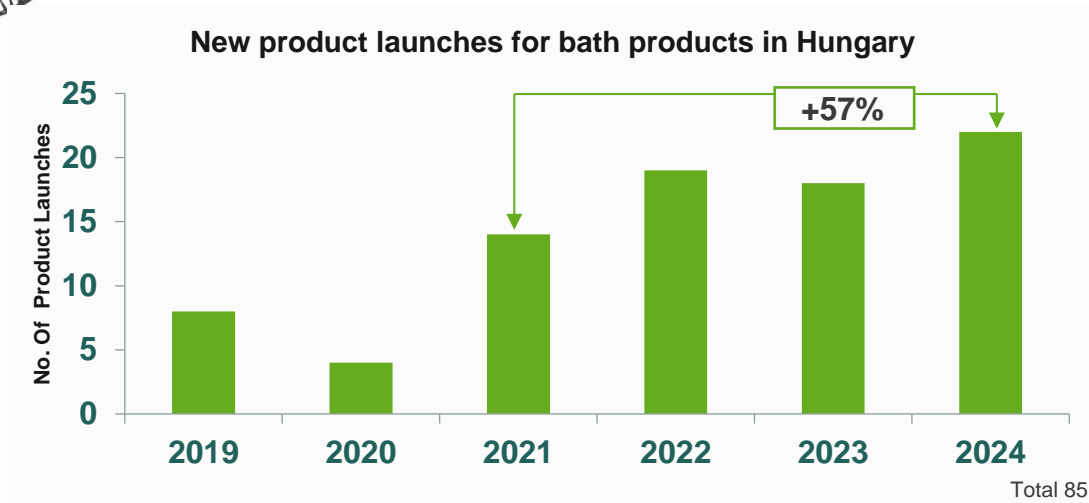


Market trend: Blooming Bath Oil

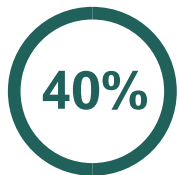
Bath Culture: embracing wellness



BTC
Chemical Distribution



Transformative



% Growth 2021-2024

Bath Care Launches claiming to have a transformative property in Europe.

Wellness / SPA moment



% Growth 2021-2024

In bath product launches claiming to provide an SPA-Like moment in Europe.

Mild



% Growth 2021-2024

Bath product launches claiming to be mild in Europe.



A brand of BASF - We create chemistry

**GNPD. Mintel search Bath Products. Hungary and Europe 2019-2025



Blooming Bath Oil

HB-DE-24-RC-0161-008

The bath oil transforms into a silky, milky solution upon contact with water, providing a spa-like experience that soothes the senses and moisturizes the skin.

BTC

Chemical Distribution

A brand of BASF – We create chemistry

Main Claims:

- Cold Process.
- Transformative texture.
- 86% Natural Origin content**.
- Alternative to sulfate surfactants.
- Minimalist formulation (7 INCI's).
- Mild formulation for spa-like experience.

Product Highlights:

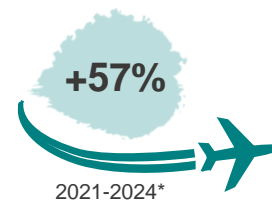
Plantapon® LC 7

A mild co-surfactant that offers moisture balance and protection during daily cleansing routines. It is suitable for sulfate-free solutions. Additionally, it is cold processable, preservative-free, and can be considered for products with EU Ecolabel and Nordic Swan certifications.

Myritol® 331 N

Medium spreading emollient with very good emulsifiability. A blend of cocoglycerides with low viscosity, clear, slightly yellowish oil and faint odor. Suitable for all kind of cosmetic skin care applications, especially suitable for sun care formulations.

Market trend:

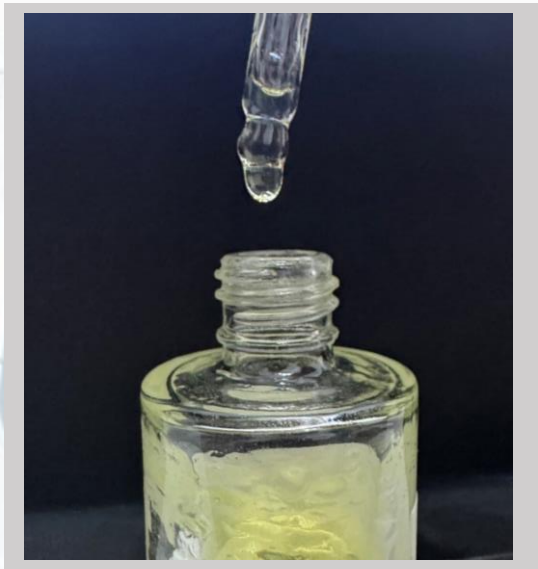


Growth in Bath Care product launches in Hungary.

*GNPD. Mintel search Bath products in Hungary 2019-2024

** Renewable Carbon % = Number of natural carbon atoms / Total number of carbon atoms (natural and non natural) X 100





NAME

Blooming Bath Oil

FORMULATION NUMBER

HB-DE-24-RC-0161-008

Phase	Ingredients	INCI	% by weight	Function
A	Plantapon® LC 7	Laureth-7 Citrate	48.00	Surfactant
	Castor Oil (<i>alexmo cosmetics GmbH</i>)	Ricinus Communis (Castor) Seed Oil	15.00	Emollient
	Almond Oil (<i>Gustav Heess</i>)	Prunus Amygdalus Dulcis (Sweet Almond) Oil	5.70	Emollient
	Myritol® 331 N	Cocoglycerides	15.00	Emollient
	Eutanol® G	Octyldodecanol	14.50	Emollient
	Perfume*	Parfum	1.50	Fragrance
	Copherol F 1300C (<i>Azelis</i>)	Tocopherol	0.30	Antioxidant

Specifications

ASPECT

Light yellow oil

VISCOSITY (Brookfield; RVT; spindle 5; 10 rpm; 23°C)

<500 mPa s

PERFUME

Düllberg: Amara Natura

Manufacturing Process

1. Add every ingredient of the formulation one by one after homogeneous stirring.

Application /Mode of Use

To use, simply add the desired amount of bath oil to your bathwater. As it mixes with the water, it blooms into a milky solution, dispersing evenly, hence the name of the formulation.



Guide Tip

Make it a more economic formulation by using Plantapon® WW-CF.