

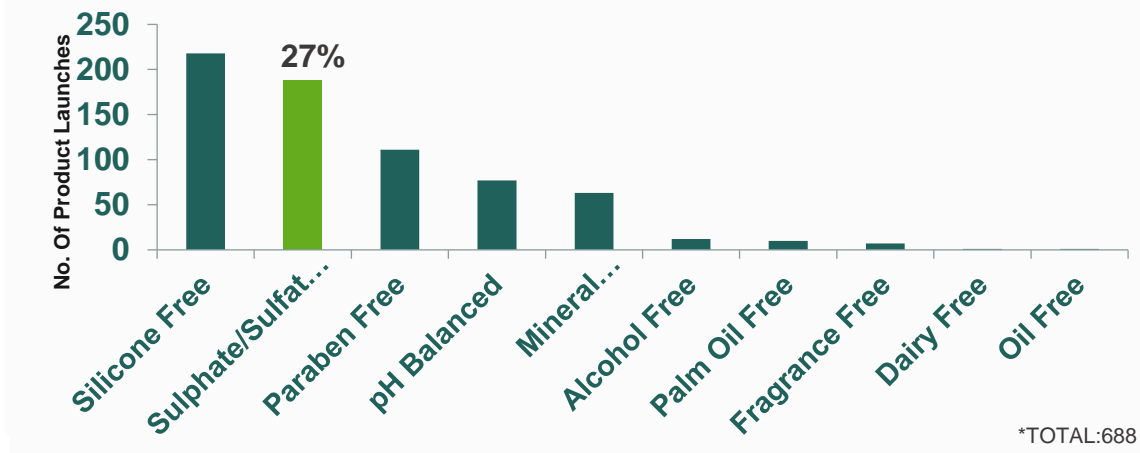


Market trend: Value Hair Care Shampoo

Poland's hidden treasure: Wieliczka Salt Mine



Main free from claims in Shampoo product Launches in Poland (2019-2024)



Natural Origin



% Growth 2023-2024

Hair Care* product launches claiming to have more than 90% Natural Origin Ingredients in Poland

Conditioning



% NPL 2023-2024

Shampoo launches with claims in regards moisturizing or hydrating in Poland.

Silicone Free



% Growth 2023-2024

Shampoo product launches claim to have no silicones in the formulation in Poland.





Value Hair Care Shampoo

HB-DE-23-SB-4179303-001

BTC

Chemical Distribution

A brand of BASF – We create chemistry

With an attractive white pearl shine and a rich texture, the sulfate-free formulation glides through hair for even application. It cleanses gently while enhancing manageability, leaving hair refreshed and silky soft.

Main Claims:

- Cold Process.
- 96 % Natural Origin content**
- Alternative to sulfate surfactants.
- Minimalist Formulation (12 INCI's).
- Elegant white pearlshine appearance.
- Viscous, homogeneous flow behavior.
- Good conditioning results for smooth and soft hair.

Market trend:



Of Shampoo product launches with sulfate-free launches in **Poland**

*GNPD. Mintel search Shampoo in Poland 2019-2024

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

Product Highlights:

- Euperlan® NL Pearl**
First natural wax-based Cosmos compliant pearler on the market with excellent hair care performance on combing, hair breakage and suppleness measurement. Boost conditioning effect of cationic conditioning polymers.
- Lamesoft® PO 65**
A natural caring additive derived from 100% natural, renewable feedstocks. For skin cleansing it is The "Biolipid" that softens and moisturizes your skin.
- Plantapon® LGC Sorb**
Anionic surfactant that retains the excellent mildness of APG surfactants while improving foam and sensorial experience. It is suitable as primary surfactant for alternative formulations.
- Dehyquart® Guar N**
Conditioning polymer derived from guar flour, with good conditioning properties. Optimized cost-in-use.
- Plantacare® 1200 UP**
Mild and natural hair protecting surfactant. Suitable for alternative formulations.



NAME

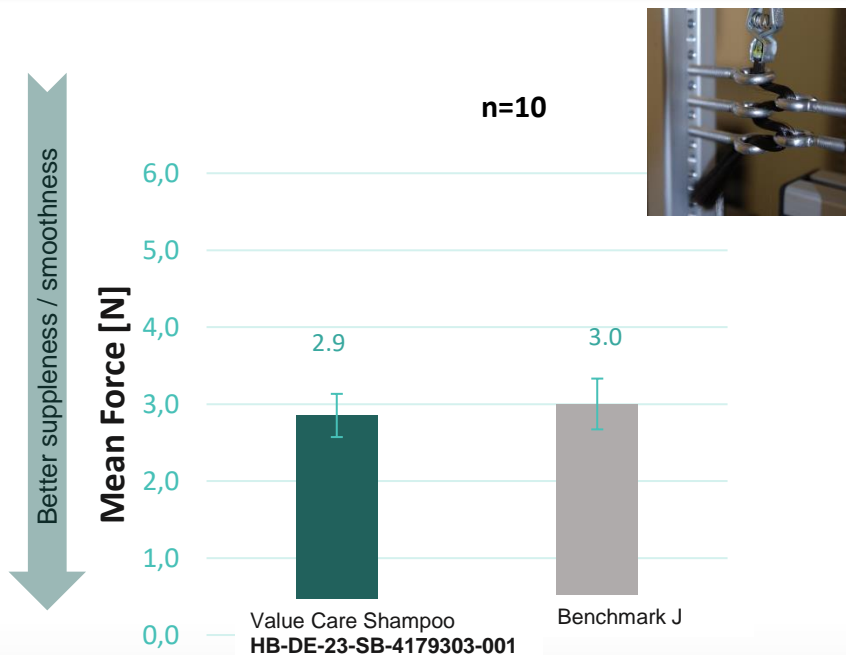
Value Hair Care Shampoo

FORMULATION NUMBER

HB-DE-23-SB-4179303-001

Performance

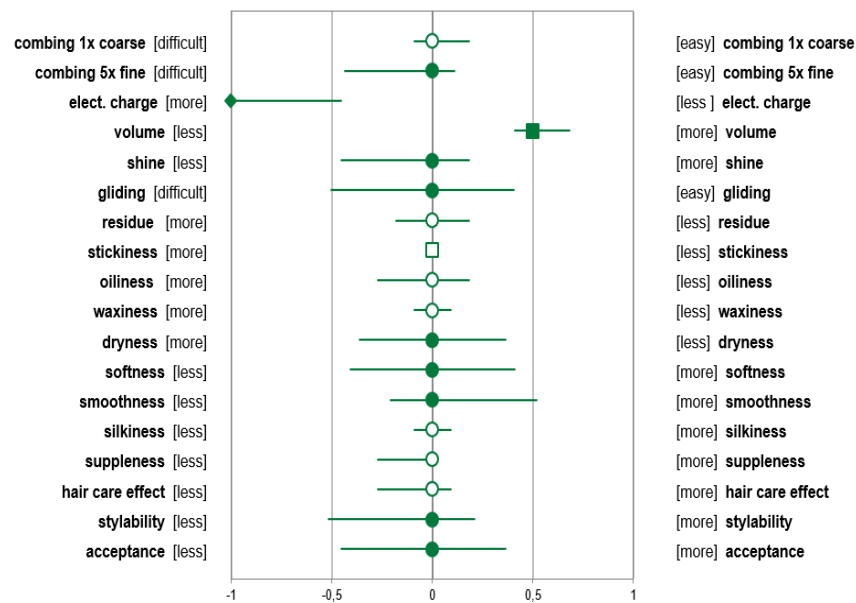
Suppleness evaluation



Comparable suppleness compared to benchmark J

Hair sensory assessment

Pairwise comparison of HB-DE-23-SB-4179303-001 vs benchmark J (dry) in different variables



Each line shows a pairwise comparison in a variable (median & weighted dev.). Filled symbol: Wilcoxon test. Empty symbol: lower 90%-confidence bound (l.c.b.) for zero values. Square (□): l.c.b. > 0,66667; Circle (○): l.c.b.

294284 vs. RD292754 DRY

n = 11
ctpp-23-00116
● not significant
▲ significance ≥ 90%
◆ significance ≥ 95%
■ significance ≥ 99%

Benchmark

Comparable sensory profile on dry hair for most parameter vs market benchmark J