



Market trend: Smooth Enhanced Protection Sun Care Milk SPF 50

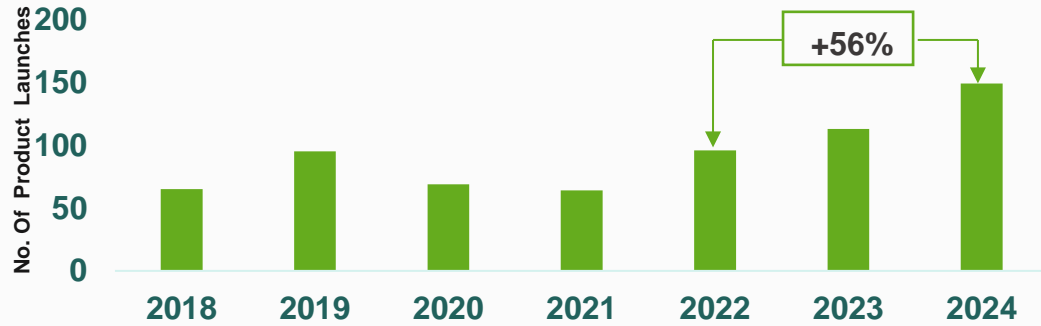
Sylt Sunkissed: The queen of the north sea with royal protection



BTC

Chemical Distribution

New Product Launches in Sun Care in Germany



*TOTAL:651

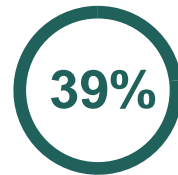
Microplastic free formula



% Growth 2022-2024

Sun Care launches claiming to have a free from microplastic formula in Germany.

Time/Speed



% Growth 2022-2024

Sun Care product launches claiming or referring to time-speed such as fast absorption in Germany.

Milk



% Growth 2022-2024

Sun Care product launches in Milk texture in Germany.

*GNPD. Mintel search Sun Care in Germany 2018-2024





Smooth Enhanced Protection Sun Care Milk SPF 50

UV-DE-23-LB-4160893-013

A milky formulation that enhances the sensory experience, delivering a powdery smooth finish that leaves the skin feeling soft and moisturized while ensuring effective sun protection.

BTC

Chemical Distribution

A brand of BASF – We create chemistry



Main Claims:

- Biopolymer based.
- Alternative to silicones.
- Fitting to Öko-test requirements
- 60.7 % Natural Origin content**.
- Enhances sensory experience during application

Product Highlights:

- Emulgade® Verde 10 OL**
Sustainable and mild emulsifier, Based on 100% renewable feedstocks, readily biodegradable and manufactured by a solvent-free process. Its mildness is dermatologically tested, it is suitable for sensitive skin, and it is skin microbiome friendly and non-comedogenic.
- Uvinul® A Plus-Powder**
The only photostable UV-A filter on the market for reliable and long-lasting protection. Efficient shielding against UVA radiation, easy achievement of EU recommendation (UVA-PF/SPF ≥ 1/3).
- Tinomax® CC**
Functionalized natural-based particle that brings sensory enhancement due to particle shaping. It is suitable for completely eco-friendly systems providing sunscreen improved performance for SPF and UVA.
- Verdessence® RiceTouch**
100% plant based sensory powder with small particle size provides powdery smooth skin feel and mattifying effect

Market trend:



*GNPD. Mintel search Sun Care in Germany 2018-2024

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



NAME

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Phase	Ingredients	INCI	% by weight	Function
A	Emulgade® Verde 10 OL	Polyglyceryl-10 Oleate	3.00	Emulsifier (O/W)
	Lanette® O	Cetearyl Alcohol	1.50	Consistency agent
	Cetiol® B	Dibutyl Adipate	12.50	Emollient
	Cetiol® CC	Dicaprylyl Carbonate	10.00	Emollient
	Cetiol® ABV	C12-15 Alkyl Benzoate	8.00	Emollient
	Euxyl PE 9010	Phenoxyetanol, Ethylhexylglycerin	q.s.	Preservative
	Uvinul® A Plus-Powder	Diethylamino Hydroxybenzoyl Hexyl Benzoate	8.00	UV-A filter
	Uvinul® T 150	Ethylhexyl Triazone	4.50	UV-B filter
	Tinosorb® S	Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	4.00	Broad Spectrum UV Filter
	B	Water, demin.	Aqua	40.80
<u>Hydrasensyl® Glucan Green</u>		Water, Pentylene Glycol, Beta-Glucan, Caprylyl Glycol	2.50	Active Ingredient
Verdessence® Xanthan		Xanthan Gum	0.20	Rheology modifier
Tinomax® CC		Calcium Carbonate, Hydroxyapatite	3.00	Performance mineral
C	Verdessence® RiceTouch	Oryza Sativa (Rice) Starch	2.00	Skin feel modifier
	Euxyl PE9010	Phenoxyethanol, Ethylhexylglycerin	1.00	Preservative

Specifications

ASPECT
White milk
 PH VALUE (25°C)
7.4 – 7.7
 VISCOSITY (Brookfield; DV-III Ultra; spindle LV2; 10 rpm; 25°C)
2.500-2.800 mPa s

Guide Tip

For a higher viscous formulation, the emulsifier can be switched to Emulgade® Verde 10 MS.

Manufacturing Process

1. Heat phase A to 80°C under stirring. 2. Heat phase B without Tinomax CC to 80°C under stirring. When phase B reaches 80°C, add Tinomax CC under ultra turrax device (3 min, 13 000rpm). 3. Add phase A into phase B under stirring, homogenise with ultra turrax device (13000 rpm, 2min). 4. Cool down to room temperature. 5. Add phase C under stirring. 6. Continue stirring and adjust pH around 7.4.

Performance

SPF in silico (BASF Sunscreen Simulator – in silico determination of the sun protection factor)	37
UVA-PF in vitro (BASF internal method NR. 55 – determination of the In vitro SPF & UVA Protection Factor (UVA-PF))	19.4



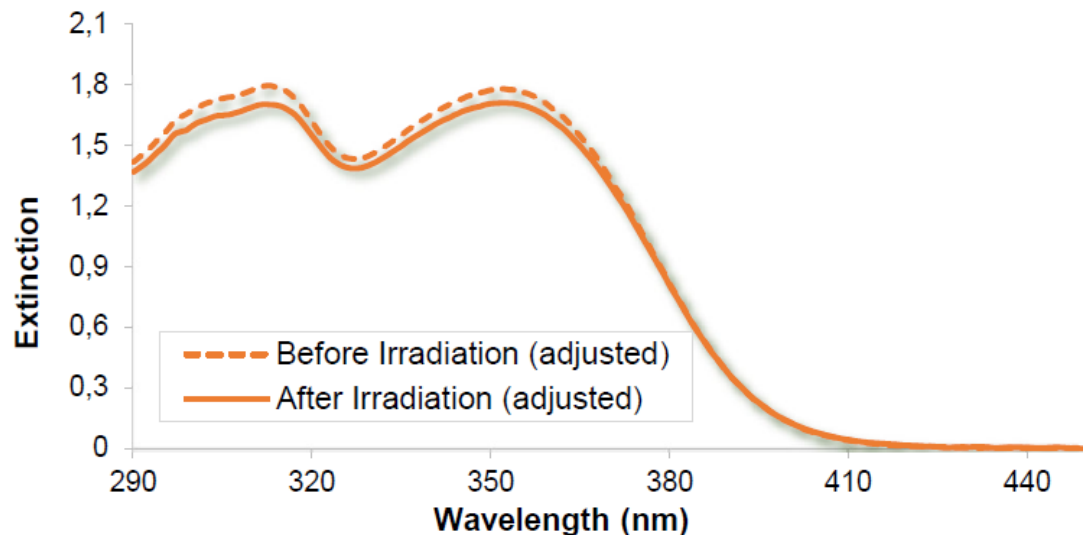
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Performance



1. BASF internal method Nr. 55 - determination of the in vitro SPF & UVA Protection Factor (UVA-PF)

Filter combinations

8.0% Uvinul® A Plus
 4.5% Uvinul® T 150
 4.0% Tinosorb® S

UVA-PF in vitro ¹	19.4
UVA-PF / SPF	>1/3
Natural Origin Content accord. to ISO 16128	60.7%

- Fully photostable UV protection.
- UVA protection fulfilling EU requirements