

Expertise Plus Information

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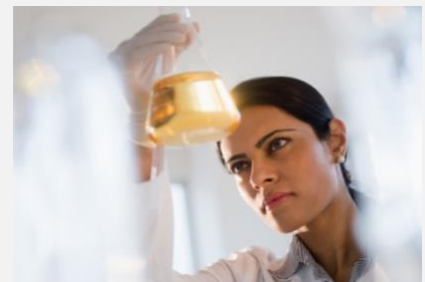
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Innovative Skincare Journey

One Process. Several textures, senses and functions

At this year's Cosmet'Agora in Paris, BASF's Care Creations™ presented its new concept "Innovative Skincare Journey", a new approach for skincare formulations.

The concept features one basic multi-purpose formulation which is adjusted in a second production phase. Various formulas can be created by carefully selecting additional ingredients depending on the textures, senses and functions that want to be achieved. A set of different formulas were showcased such as an Anti-age Body Serum, a Detox Day Cream or a Cleansing emulsion.



You can find additional information about Innovative Skincare Journey and contact your local BTC partner directly using our website for your [industry](#).