

# Expertise Plus Information

25<sup>th</sup> July 2019

[www.btc-europe.com/information](http://www.btc-europe.com/information)

## Naturality is a must, traceability is key, social impact a major concern

**BASF is strongly committed to not only develop new solutions for beauty, but also to improve the existing portfolio and bring it to a higher standard to answering consumer needs and contribute to preserving the planet.**

- **Improvement of Naturality Index:** new naturalness score for Hyalufix<sup>®</sup>, Neurobiox<sup>®</sup> and Relipidium<sup>®</sup>, that are now 100% natural origin thanks to bio-based glycols.
- **Today**, 40 bioactive are 100% of natural origin (ISO 16128 standard) and more than 20 are cosmos approved
- **Reduction of energy consumption of 15%** per ton produced in the last 3 years (ISO 50001 – Pulnoy site)
- **Work on enrichment of sustainable program** with the last launch of rambutan line



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