

# Expertise Plus Newsletter

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## In-cosmetics preview 2015

*Welcome in our Sensory Experience world!*



The sensory characteristics of a personal care product are as significant to the end-user as it's efficacy or even it's safety. Consumers have a real emotional attachment to their cosmetics, which can be enhanced by optimising the sensory experience through e.g. touch, smell and appearance.

At BTC and BASF, we help our customers to perfect the sensory properties of their products in order to be the customers favourite.

**Apart of the sensory experience we will present new ingredients:**

- An Emulsifier with distinct sensory benefits like delicate emulsion-texture, easy skin distribution as well as silky and light skin sensation.
- An Active ingredient with the power of nature to illuminate skin.
- A Polymer with strong thickening effect, emulsifier and stabilizer for elegant textures.
- A new generation of Gold synthetic mica with a pure white gold shine.

See you in Barcelona, hall 6, on booth no H40

You can find additional information and contact your local BTC contact partner directly using the Solution Finder at [www.btc-europe.com](http://www.btc-europe.com).

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