



We create chemistry

Nordic beauty unraveled



Nordic Beauty Concept is Inspired by Northern European Lifestyles and Attributes

Long winters



DANISH “HYGGE” LIFESTYLE

Hygge captures a special moment in daily routine that you carve out for yourself

BE COZY AND COMFORTABLE

Outdoor activities



Enjoy life



SWEDISH “LAGOM” LIFESTYLE

An overarching approach to life

NOT TOO MUCH, NOT TOO LITTLE,
JUST RIGHT!

Cozy in bed



Relaxing, Soothing, Warming, Caring, Pampering

Elements of Nordic Skin & Hair Care & BASF solutions



- Oils / Essences / Balms
- Essential oils
- Masks
- Do-it-yourself
- At home / self care

Just Right
Micellar Oil
Cleanser



Translucence
Crème



Hygge Lip
Balm



Invigorating
Cypress Gel



Cozy Up
Hair Mask



Just Right Micellar Oil Cleanser

(HB-US-18-34984-65)

Reveal a radiant complexion with this Lagom-inspired minimalistic formula **just right** for your skin!



- Replenishes skin barrier and provides moisturization
- Provides luxurious, long lasting silky oil feel
- Delivers gentle skin cleansing with soft, supple after feel

How to use

Moisten cotton pad and use to gently wipe impurities from face, neck and eyes. Rinse with warm water.

Just Right Micellar Oil Cleanser

(HB-US-18-34984-65)

Phase	Ingredients	INCI	% wt.	Function Attribute
A	Myritol® 331	Cocoglycerides	45.48	Emollient Skin barrier and moisturization
	Cetiol® J600	Oleyl Erucate	25.00	Emollient Silky oil feel
	Eumulgin® HPS	Coceth-7, PPG-1-PEG-9 Lauryl Glycol Ether, PEG-40 Hydrogenated Castor Oil	8.00	Solubilizer
	Plantapon® AF	MIPA-Laureth Sulfate, Laureth-3, Laureth-7- Citrate	21.00	Surfactant Mild micellar system
	Fragrance*	Fragrance	0.50	Fragrance
	Tinogard® TT	Pentaerythrityl tetra-di-t-butyl hydroxyhydrocinnamate	0.02	Anti-Oxidant

Procedure:

Add phase A ingredients in order. Mix until homogeneous.

Specifications:

- Appearance yellow clear liquid
- Additional performance has not been evaluated

* Fragrance Pear Berry 862151- Drom



Translucence Crème

(SC-US-18-34984-50)

Drenched in hydration, skin feels cushiony soft and supple with this hygge-inspired crystalline **balmy** cream featuring nourishing berry extract revealing luminosity.



- Provides silky after-feel
- Explore translucent pearl like emulsion
- Improves skin elasticity, resilience and firmness

How to use

After cleansing, apply evenly to face and neck AM and PM.
Gently massage in an upward, circular motion.

Translucence Crème

(SC-US-18-34984-50)

Phase	Ingredients	INCI	% wt.	Function Attribute
A	Eumulgin® SG	Sodium Stearoyl Glutamate	0.05	Emulsifier (O/W) Strong emulsifier but exceptionally mild on skin
	Lanette® 22	Behenyl Alcohol	3.00	Consistency agent
	Cetiol® LC	Coco-Caprylate/Caprate	4.50	Emollient
	Cetiol® C 5	Coco-Caprylate	3.00	Emollient Cylcomethicone like silky after feel
B	Water, demin.	Water	51.44	
	Glycerin	Glycerin	3.00	Humectant
C	Rheocare® C Plus	Carbomer	0.20	Rheology modifier
	Water, demin.	Water	33.13	
	Fragrance*	Fragrance	0.20	Fragrance
D	Sqisandryl™ LS 9905	Schisandra Chinensis Fruit Extract	0.30	Active ingredient Anti-aging & nourishing
	Euxyl K 320 ¹	Phenoxyethanol, Methylparaben, Ethylparaben, Propylene Glycol	1.00	Preservative
E	Sodium Hydroxide (25% solution)	Water, Sodium Hydroxide	0.18	pH Adjustment

Procedure:

1. Heat up phase A and phase B separately to about 80°C., Add phase B to phase A while stirring.
2. After 2 minutes add phase C to phase A/B while stirring., Stir slowly and start to cool to 50°C. Don't homogenize.
3. Add phase D one after another at < 40°C while stirring., Continue to cool to room temperature while gently stirring, adjust the pH value to 6.2 - 6.5 by phase E

Specifications:

- Additional performance has not been evaluated
- pH value (23°C) 6.3
- Viscosity: (Brookfield; RVT; spindle TE, helipath; 4 rpm; 23°C) 75000 mPas

* Fragrance - Invigorating Glow (Givudan)

¹ Schülke



Hygge Lip Balm

(SC-US-18-34968-57)

Make **winter dreams** come true with deep moisturizing and comforting lip balm featuring hyaluronic acid. Add a little **hygge** to your lip care.



- Moisturize your lips with silicone-free balm suitable for sensitive skin
- Experience unique texture with a 3D gel network
- Provides initial moisture boost followed by unique skin after feel
- Instantly fill wrinkles and fine lines

How to use

Apply balm liberally to lips as often as needed.

Hygge Lip Balm

(SC-US-18-34968-57)

Phase	Ingredients	INCI	% wt.	Function Attribute
A	Myritol® 331	Cocoglycerides	44.65	Emollient
	Cegesoft® C 24	Ethylhexyl Palmitate	11.00	Emollient
	Lameform® TGI	Polyglyceryl-3 Diisostearate	6.00	Emollient
	Cetiol® CC	Dicaprylyl Carbonate	3.00	Emollient
	Cetiol® RLF	Caprylyl Caprylate/ Caprate	3.00	Emollient Silicone alternative
	Cosmedia® DC	Hydrogenated Dimer Dilinoleyl/Dimethylcarbonate Copolymer	1.35	Film forming agent Long lasting effect due to water resistant effect
	Cosmedia® Gel CC	Dicaprylyl Carbonate (and) Stearalkonium Hectorite (and) Propylene Carbonate	3.00	Film forming agent 3D gel network
	Ultra Filling Spheres™ C00487	Ethylhexyl Palmitate (and) Trihydroxystearin (and) Sodium Hyaluronate (and) Glucomannan	3.00	Active ingredient Instant effect
	Sensiva SC 50 ¹	Ethylhexylglycerin	1.00	Auxiliary
	Vitamin E-Acetate Care	Tocopheryl Acetate	1.00	Antioxidant
B	MSS-500 ²	Silica	1.00	Slip enhancer microspheres
	Cutina® PES	Pentaerythrityl Distearate	6.00	Structurant
	Cetiol® SB 45	Butyrospermum Parkii (Shea) Butter	4.00	Emollient
	Cegesoft® HF 62	Hydrogenated Vegetable Oil	6.00	Consistency agent
	Candelilla Wax SP 75 ³	Euphorbia Cerifera (Candelilla) Wax	6.00	Structurant

Procedure:

1. Combine phase A and mix until uniform using propeller mixing
2. Add phase B ingredients and heat to 85°C
3. Once uniform begin cooling and pour at about 45°C

Additional performance has not been evaluated

Flavor: N&A FL (Vanilla Cream Type) 599310 2AP0351
@ 0.5% Firmenich

¹ Schülke

² Kobo Products

³ Strahl & Pitsch



Invigorating Cypress gel

(SC-US-18-34968-52)

Fall in love with this extreme replenishing gel that transforms to oil, absorbing quickly, leaving skin **warm and energized!**



- Experience powdery and waxy skin feel with this silicone-free gel
- Imparts multi-dimensional cushion-like softness
- Provides skin-conditioning with a caring after-feel
- Provides a 24 hour long lasting hydration

How to use

Massage this gel into your skin and watch it melt into oil, leaving skin supple, hydrated and dewy.

Invigorating Cypress gel

(SC-US-18-34968-52)

Phase	Ingredients	INCI	% wt.	Function Attribute
A	Versagel™ ¹ MD 1600	Isododecane (and) Ethylene/Propylene/Styrene Copolymer (and) Butylene/Ethylene/Styrene Copolymer	40.00	Rheology modifier
	Cetiol® OE	Dicaprylyl Ether	15.00	Emollient
	Cetiol® Sensoft	Propylheptyl Caprylate	13.00	Emollient Soft cushion feel
	Lipofructyl™ Cyperus LS 9892	Cyperus Esculentus Root Oil	2.00	Active ingredient Long lasting hydration
B	Cutina® PES	Pentaerythrityl Distearate	14.00	Consistency agent Skin conditioner
C	Chione™ M SVA	Synthetic Fluorophlogopite (and) Lauroyl Lysine	1.00	Skin feel modifier
D	Cetiol® Ultimate	Undecane (and) Tridecane	15.00	Emollient D5 replacement

Procedure:

1. Combine phase A ingredients, using prop mixing until gel forms
2. Add phase B and heat until wax melts (~60°C)
3. Add phase C and start cooling
4. Add phase D at 50°C or less, and continue to mix until room temperature

Specifications:

- Viscosity: (Brookfield; DV-E; spindle TF; helipath; 10 rpm; 23°C) 150,000 - 450,000 cps
- Additional performance has not been evaluated

¹ Penreco



Cozy Up Hair Mask

(HB-US-18-34984-66)

Pamper your hair with this deep treatment keratin **mask** – a simple Lagom-inspired formula for repair and prevention of stressed hair, rich in mango butter leaving hair manageable.



- Provides cuticle protection by coating of the hair tresses
- Imparts hair conditioning
- Makes combing easy and improves sensory properties of hair

How to use

Apply mask after shampooing, leave on for 3 minutes and rinse out.

Cozy Up Hair Mask

(HB-US-18-34984-66)

Phase	Ingredients	INCI	% wt.	Function Attribute
A	Water, demin	Water	78.65	Emollient
	Edeta® BD 0.10	Disodium EDTA	0.10	Complexing agent
	Fragrance	Fragrance	0.25	Fragrance
B	Irwinol™ LS 9890	Octyldodecanol, Irvingia Gabonensis Kernel Butter, Hydrogenated Coco-glycerides	0.50	Active ingredient Improve hair sensory
	Emulgade® CM	Ceteryl Isononanoate, cetereath-20, Cetearyl Alcohol, Glyceryl Stearate, Glycerin, Cetereath-12, Cetyl Palmitate	10.00	Emulsion base Ease of cold emulsion
C	Cosmedia® Triple C	Polyquaternium-37 (and) Dicaprylyl Carbonate (and) Lauryl Glucoside	7.50	Rheology modifier Hair conditioner
	Nutrilan® Keratin LM	Hydrolyzed Keratin	2.00	Active ingredient Cuticle protection
	Euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	1.00	Preservative

Procedure:

1. Add Edeta® BD to the water and mix in Phase A.
2. In Phase B premix Emulgade® CM with the fragrance and then, add it to the batch. Mix until uniform.
3. Add Phase C ingredients in the order listed with adequate mixing in between.
4. Adjust pH to 3.50-4.00, if needed.

Specifications:

- pH (20°C) 3.5-4.00
- Viscosity: ((Brookfield; RVT; spindle TD, helipath; 10 rpm; 20°C) 50,000 -80,000 cP
- Appearance off white Cream
- Additional performance has not been evaluated
- Flavor Carrubba- Coconut Cream M6428





Contacts

United States and Canada

BASF Corporation

100 Park Avenue

Florham Park, NJ 07932

Phone: 1 800 962 7831

email: CosmeticsCustomerCare@basf.com

Web: www.carecreations.basf.com

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