

Care
Creations™

Dermawhite™ WF

The power of nature to illuminate your skin

by Beauty Creations

another Care Creations product group Inspired by Life

 **BASF**

We create chemistry

DERMAWHITE™ WF

The power of nature to illuminate your skin

A healthy glow: all over the world, a radiant complexion is associated with beauty. In populations with darker skin pigmentation, this can mean that fairer complexions are considered more attractive. BASF Beauty Creations has drawn inspiration from this trend and developed an active ingredient that helps women achieve the brightness they want while maintaining healthy skin functions. Based on extracts of white blossoms, Dermawhite™ WF noticeably brightens the complexion yet fully respects the skin's natural characteristics and health.

Across Asia, Africa and Latin America, women are seeking to brighten their skin. No wonder, with glamorous celebrities like movie stars and fashion models from India, China and Brazil setting the trend toward fairer complexions. Accordingly, the market for low-priced "miracle" creams is booming in many regions, with questionable consequences for the women using them.

Even the World Health Organization (WHO) has sounded the alarm: face creams containing hydroquinone, large quantities of mercury and other toxic chemicals pose a considerable risk. Despite the potential long-term consequences for both skin and general health, consumers cannot be expected to boycott these products unless a safer alternative is available.

The experts at BASF Beauty Creations set out to fulfill this demand and create the best of both worlds: a safe and healthy ingredient that effectively brightens the complexion. The result is Dermawhite™ WF, an active based on a combination of extracts from Papaya, Guava and Saxifrage Blossoms, three perennial white flowers that bloom with striking radiance. In-vitro tests showed that this complex inhibits the synthesis of melanin by 90%.

Effective, skin-friendly and priced to be competitive in emerging economies, Dermawhite™ WF has properties that make it an ideal active for brightening and radiance-enhancing creams or lotions for the face and body as well as for after-sun treatments. Take advantage of its qualities in developing your innovative skincare products – and profit from some of the world's fastest-growing markets.

WE'RE INSPIRED BY LIFE –
WHAT'S IN IT FOR YOU?

WE TRANSLATE INNERMOST WISHES
INTO PRODUCTS THAT PEOPLE LOVE ■ ■ ■

HOW?

SUCCESSFUL BRANDS

OUTPERFORMING PRODUCTS

SCIENCE EXCELLENCE
MEETS
MARKET EMPATHY