

# BASF launches Replexium in North America – a new cosmetic active ingredient – to help achieve consumers’ beauty aspirations

New skin-bioavailable synergistic complex of two patented peptides, perfectly suitable for the development of performance skin care products

Demonstrates quick efficacy by reducing the appearance of wrinkles and providing skin firming benefits within three weeks – faster than peptide benchmark

FLORHAM PARK, NJ, May 15, 2018 – A [BASF](#) study revealed that 60 percent of women aspire to look five to ten years younger, and that 80 percent of them expect a quality skincare product to help achieve this aspiration. This inspired BASF to develop Replexium® as a solution for consumer expectations. Replexium is a skin-bioavailable synergistic complex of two patented BASF peptides. This peptide blend has been shown to work on various layers of the skin by targeting specific proteoglycans (lumican and syndecan-1), as well as collagen XVII. These dermal and epidermal components are responsible for providing skin’s biomechanical properties and all have been shown to decrease with age.

In vitro studies demonstrated Replexium’s ability to increase the synthesis of lumican, syndecan-1, and collagen types I and XVII in various skin cells and skin models. In clinical studies, Replexium demonstrated its ability to significantly decrease the appearance of fine lines and wrinkles: 11 percent after three weeks, and 23 percent after eight weeks. It also improved dermal density (21 percent) within three weeks, significantly faster than the industry’s peptide-benchmark.

“On a number of parameters, Replexium outperforms other well-known active peptides on the market,” said David Herault, R&D Global Director for BASF Beauty Creations. “It is our first solution that addresses all three major facial wrinkles, as well as skin firming, and should prove ideal for high-performance skincare products.”

“With the launch of Replexium, we are providing an active ingredient that will support the differentiating needs of many brands and will create a new benchmark solution for the anti-aging segment of face care,” said Daniele Piergentili, Vice President, Business Management Home & Personal Care, North America for BASF. “Our scientists focused on efficacy, safety and regulatory compliance in the main markets while creating Replexium, so that development times for the brands can be dramatically shortened.”

Replexium was launched at the 2018 New York Society of Cosmetic Chemists (NYSCC) Suppliers’ Day on May 15-16. In-depth information about Replexium, including the in-vivo and in-vitro studies, is available from BASF. Learn more at <https://carecreations.basf.com/Replexium>

## **About the Care Chemicals division at BASF**

The BASF division Care Chemicals offers a broad range of ingredients for personal care, hygiene, home care, industrial & institutional cleaning, and technical applications. We are the global leading supplier for the cosmetics industry as well as the detergents and cleaning industry, and support our customers with innovative and sustainable products, solutions and concepts. The division’s high-performance product portfolio includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients and UV filters. Superabsorbent polymers developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available online at [www.care-chemicals.basf.com](http://www.care-chemicals.basf.com).

## **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 18,200 employees in North America, and had sales of \$17.9 billion in 2017. For more information about BASF’s North American operations, visit [www.basf.com](http://www.basf.com).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).

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