



We create chemistry

Salon Professionals Ingredient Guide

Hair, scalp, and styling technologies
backed by science

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Consumers continue to push for salon-quality products that offer more for their hair.

Due to pandemic lockdowns, hair care shoppers turned to experimenting with salon-style treatments at home.

Taking cues from social media and video tutorials, many consumers took hair care into their own hands and have not turned back since. Consumers have now come to expect even more from their hair care products, whether used in a salon or at home.

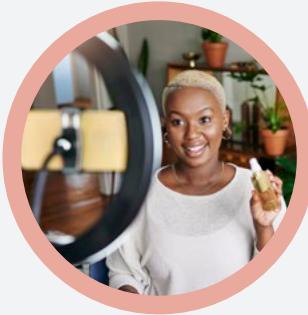
Shoppers continue to try new products such as hair oils, restorative serums, and scalp treatments, and are demanding superior performance through innovative formulas with science-backed ingredients. Consumers want products that actually make a difference to their hair and are willing to pay more for products that have proven results.

Trending in Hair Care & Styling



\$2.6 B

2021 sales
of prestige hair
care products
(NPD, 2022)



70%

of U.S. adults who search
for beauty products
online to purchase
products recommended
by an influencer
(Mintel, GNPD, 2022)



> \$25

price of the fastest-
growing products in
prestige hair care
(NPD, 2022)

BASF offers a broad range of salon-quality, high-performance ingredients backed by extensive research and data showcasing many benefits. From strengthening, repairing, or conditioning hair, to scalp care and more, if you are searching for proven and innovative ingredients for your formulations, we have you covered from scalp to tip.



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Clarifying

Clear away excess oils or product build-up on the scalp and restore hair's natural shine and softness

Product Name	INCI	Description
Asebiol® 	Water (and) Pyridoxine HCl (and) Niacinamide (and) Glycerin (and) Panthenol (and) Hydrolyzed Yeast Protein (and) Threonine (and) Allantoin (and) Biotin	Asebiol® is a precious active complex containing Vitamin B3, Vitamin B7, panthenol, and allantoin that visibly reduces the oiliness of the hair.
BioToLife™ 	Water (and) Yeast Ferment Extract (and) Polylysine	BioToLife™ is a sophorolipid derived from fermentation that has gentle cleansing properties and is biodegradable.
Sanicapyl® 	Sodium Lauroyl Lactylate (and) Sodium Caproyl Lactylate (and) Butylene Glycol (and) Piper Nigrum Fruit Extract (and) Inga Moringa Alba Bark Extract	Sanicapyl® LS 9863 is a natural complex made with extract of Piper nigrum berries titrated in piperine, extract of Inga alba bark, and sodium lauryl lactylate. It provides a purifying cleanse to the scalp that soothes scalp irritation. Additionally, it is suitable for all hair types and improves the appearance of hair radiance and sensorial properties.
Scalposine® 	Glycerin (and) Water (and) Sarcosine	Scalposine® uses an amino acid identical to that naturally found in the skin, creating a scalp detox solution that reduces scalp oiliness and replenishes beneficial microbiota.

Color Maintenance

Prevent color fade and keep dyed hair vibrant longer

Product Name	INCI	Description
COLOR FASTNESS — Reduce color fade in dyed hair over time		
Plantapon® LGC Sorb NA	Sodium Lauryl Glucose Carboxylate (and) Lauryl Glucoside	Plantapon® LGC Sorb is an anionic surfactant that combines the characteristic mildness of APG® with excellent foaming and sensory properties, making it especially suitable for use in mild rinse-off applications.
GLOSS / TONE — Deepen, darken or even out the color of dyed hair, improving hair shine and appearance		
Cetiol® C5	Coco-Caprylate	Cetiol® C 5 is a lightweight emollient that offers a natural, silicone-alternative conditioning feel.
Vibracolor® Citrus Yellow	Basic Yellow 87	Vibracolor® Citrus Yellow is a hair dye suitable for hair colors, tinting shampoos, conditioners, and other tinting products.
Vibracolor® Flame Orange	Basic Orange 31	Vibracolor® Flame Orange is a hair dye suitable for hair colors, tinting shampoos, conditioners, and other tinting products.
Vibracolor® Moonlight Blue	Basic Blue 124	Vibracolor® Moonlight Blue enables vibrant colors – from very light to intensely dark blue, from natural to fashion shades. It offers high tinctorial strength at low dosages and good color fastness when washed. This highly flexible hair dye is characterized by its great color intensity, and excellent light- and wash-fastness. Easy to formulate, Vibracolor® Moonlight Blue provides the opportunity for formulators to easily create a variety of shades.
Vibracolor® Ruby Red	Basic Red 51	Vibracolor® Ruby Red is a cationic direct dye with low molecular weight suitable for hair colors, tinting shampoos, conditioners, and other tinting products.

Color Maintenance

Prevent color fade and keep dyed hair vibrant longer

Product Name	INCI	Description
UV PROTECTION – Reduce color fade of dyed hair due to UV light		
Luviquat® Supreme AT 1	Polyquaternium-68	Luviquat® Supreme AT 1 is an innovative cationic styling polymer that provides ultra-strong, flexible hold and outstanding curl retention even at high humidity levels. It has impressive conditioning properties and gives even the finest hair more volume. In addition, it protects hair against UV exposure and keeps dyed hair vibrant for longer.
Ultrahold® Power	Acrylates/t-Butylacrylamide Copolymer	Ultrahold® Power is a highly versatile, easy-to-use anionic hairspray styling polymer suitable for all propellant types and VOC levels. It protects hair from thermal and UV damage and prevents dyed hair from fading. It is compatible with other anionic, non-ionic, and cationic styling polymers and can be incorporated into a wide range of styling formats, including sprays, creams, and clear gels.

Conditioning

Soften hair and smooth cuticles for manageable hair

Product Name	INCI	Description
Almondermin®	Water (and) Linum Usitatissimum (Linseed) Seed Extract (and) Alcohol (and) Althaea Officinalis Root Extract (and) Prunus Amygdalus Dulcis (Sweet Almond) Fruit Extract (and) Xanthan Gum (and) Chlorphenesin	Almondermin® is a complex of high molecular weight heteropolysaccharides from almond, marshmallow, and flax that soothes and protects hair. It forms a protective film on the hair, conditioning and protecting damaged hair, making it an excellent defense for dry, colored, or permed hair.
Cetiol® SB 45	Butyrospermum Parkii Butter	Cetiol® SB 45 is an exotic, waxy emollient that leaves the hair feeling conditioned and moisturized while helping to manage hair.
Cetiol® SoftFeel	C12-18 Alkanoyl Glycerin/Sebacic Acid Copolymer	Cetiol® SoftFeel is the newest soft-solid emollient developed by BASF. This versatile ingredient acts as a natural alternative to petrolatum, providing a powerful conditioning effect while preserving the natural look of curly or coily hair.
Cosmedia® Ultragel 300	Polyquaternium-37	Cosmedia® Ultragel 300 is a cationic polymer for rheology control that is ideal for crystal-clear formulations. It is also a preferred thickener for creams and lotions due to its excellent spreading properties and superior non-tacky, rich feel. This product is ideally used in hair conditioners.
Dansonyl®	Hydrolyzed Adansonia Digitata Extract	Dansonyl® is extracted from the leaves of the African Baobab tree and helps hydrate and protect hair. It improves the feel of hair softness, suppleness, and ease of combing, and creates a protective film on the surface of hair to protect and reinforce bleached or damaged hair.
Dehyquart® C 4046	Cetearyl Alcohol (and) Dipalmitoylethyl Hydroxyethylmonium Methosulfate (and) Ceteareth-20	Dehyquart® C 4046 is an economic and mild self-emulsifying conditioner base with an outstanding performance profile. It is a conditioning base for hair conditioning creams and emulsions.
Dehyquart® Guar HP	Guar Hydroxypropyltrimonium Chloride	Dehyquart® Guar HP is a high-performance conditioning agent for all kinds of opaque/pearlized rinse-off hair care formulations.
Dehyquart® Guar TC	Guar Hydroxypropyltrimonium Chloride	Dehyquart® Guar TC is a high-performance conditioning agent for all kinds of clear rinse-off hair care formulations. It is suitable for transparent volume shampoos.
Hibiscin®	Water (and) Hibiscus Esculentus Seed Extract (and) Phenoxyethanol	Hibiscin® helps bring dry or damaged hair back to the look of health. Its protective and repairing properties soften and condition the hair, improving its sensorial properties for smoother, more manageable hair.
HyalurosSmooth®	Water (and) Cassia Angustifolia Extract (and) Phenoxyethanol (and) Hydroxyethylcellulose	HyalurosSmooth®, an extract from the Indian Cassia angustifolia, concentrates all the benefits of a mindful lifestyle to cope with the unavoidable effects of stress. With an intense wave of hydration, HyalurosSmooth® helps protect and condition hair for noticeably smoother, easier to comb hair.

Conditioning

Soften hair and smooth cuticles for manageable hair

Product Name	INCI	Description
Luviquat® Excellence	Polyquaternium-16	Luviquat® Excellence is used in shampoos and acts as a conditioning and anti-static agent. It possesses protective and wet combability-improving properties.
Plantasil® Micro	Dicaprylyl Ether (and) Decyl Glucoside (and) Glyceryl Oleate	Plantasil® Micro is a silicone-free conditioning booster used in rinse-off formulations. It works in combination with cationic polymers and anionic surfactants. It is environmentally friendly, easy to formulate, and is an economical alternative to silicone.

Curl Maintenance

Keep cuticles moisturized and protected, for curly styles that last longer

Product Name	INCI	Description
CONDITIONING — Provide curls with the essential moisture they need for bouncy, defined, and smooth curls		
Cetiol® SB 45	Butyrospermum Parkii Butter	Cetiol® SB 45 is an exotic, waxy emollient that leaves the hair feeling conditioned and moisturized while helping to manage hair.
Cetiol® SoftFeel	C12-18 Alkanoyl Glycerin/Sebacic Acid Copolymer	Cetiol® SoftFeel is the newest soft-solid emollient developed by BASF. This versatile ingredient acts as a natural alternative to petrolatum, providing a powerful conditioning effect while preserving the natural look of curly or coily hair.
Dehyquart® C 4046	Cetearyl Alcohol (and) Dipalmitoylethyl Hydroxyethylmonium Methosulfate (and) Ceteareth-20	Dehyquart® C 4046 is an economic and mild self-emulsifying conditioner base with an outstanding performance profile. It is a conditioning base for hair conditioning creams and emulsions.
Dehyquart® CC6	Polyquaternium-6	Dehyquart® CC 6 is a conditioning agent used for hair conditioning formulations.
Luviquat® Excellence	Polyquaternium-16	Luviquat® Excellence is used in shampoos and acts as a conditioning and anti-static agent. It possesses protective and wet combability-improving properties.
Luviquat® HM 552	Polyquaternium-16	Luviquat® HM 552 is a conditioning agent for hair care applications such as conditioners and styling products.
Luviquat® Hold AT 3	Polyquaternium-46	Luviquat® Hold AT 3 is a quaternized copolymer for hair. It is an aqueous solution of cationic polymers of different charge density and different degrees of setting and conditioning.
Luviquat® PQ 11 AT 1	Polyquaternium-11	Luviquat® PQ 11 AT 1 is a conditioning agent for hair care applications such as conditioners and styling products.
Luviquat® Supreme AT 1	Polyquaternium-68	Luviquat® Supreme AT 1 is an innovative cationic styling polymer that provides ultra-strong, flexible hold and outstanding curl retention even at high humidity levels. It has impressive conditioning properties and gives even the finest hair more volume. In addition, it protects hair against UV exposure and keeps dyed hair vibrant for longer.
Myritol® 331	Coco-Glycerides	Myritol® 331 is a medium-spreading emollient that provides superior conditioning benefits.
STYLING / CURL RETENTION — Keep curls bouncing back for longer, no matter what stressors they encounter		
Luviquat® Hold AT 3	Polyquaternium-46	Luviquat® Hold AT 3 is a quaternized copolymer for hair care. It is an aqueous solution of cationic polymers of different charge density and different degrees of setting and conditioning.
Luviquat® PQ 11 AT 1	Polyquaternium-11	Luviquat® PQ 11 AT 1 is a conditioning agent for hair care applications such as conditioners and styling products.

Curl Maintenance

Keep cuticles moisturized and protected, for curly styles that last longer

Product Name	INCI	Description
STYLING / CURL RETENTION — Keep curls bouncing back for longer, no matter what stressors they encounter		
Luviquat® Supreme AT 1	Polyquaternium-68	Luviquat® Supreme AT 1 is an innovative cationic styling polymer that provides ultra-strong, flexible hold and outstanding curl retention even at high humidity levels. It has impressive conditioning properties and gives even the finest hair more volume. In addition, it protects hair against UV exposure and keeps dyed hair vibrant for longer.
Luviset® Clear AT 3	VP/Methacrylamide/Vinyl Imidazole Copolymer	Luviset® Clear AT 3 delivers excellent setting performance, long-lasting curl retention, and is non-sticky even in high humidity. Its non-ionic nature gives it broad compatibility with other raw materials making it flexible enough to use in many different and innovative styling products.
Luviskol® VA 37 E	VP/VA Copolymer	Luviskol® VA 37 E is a styling agent and thickener suitable for hair gels, hair creams, mousses, pump sprays, and liquid hair styling preparations.
Luviskol® VA 64 W	VP/VA Copolymer	Luviskol® VA 64 W is a film-forming agent and fixative in hair care, particularly in aerosol sprays, pump sprays, liquid products, mousses, and gels. It is an easy-to-use aqueous solution compatible with carbomers and particularly suitable for alcohol-free formulations, forming clear solutions in water.
Ultrahold® Power	Acrylates/t-Butylacrylamide Copolymer	Ultrahold® Power is a highly versatile, easy-to-use anionic hairspray styling polymer, suitable for all propellant types and VOC levels. It protects hair from thermal and UV damage and prevents dyed hair from fading. It is compatible with other anionic, non-ionic, and cationic styling polymers and can be incorporated into a wide range of styling formats including sprays, creams, and clear gels.
Verdessence™ Alginate	Algin	Verdessence™ Alginate is a natural versatile polymer based on algae. It can be used as a rheology modifier, sensory enhancer, or setting polymer and is suitable for hair care rinse-off and leave-on applications.
Verdessence™ Xanthan	Xanthan Gum	Verdessence™ Xanthan is a crystal-clear polymer suitable for a wide spectrum of personal care products. It efficiently thickens and stabilizes emulsions and surfactant-based formulations, providing excellent viscosity boosted by electrolytes like NaCl. It is ideal for clear, high-viscosity formulations with pH values of >5.5, including fashionable shampoos.

Pollution

Use antioxidants to remove damaging pollutants from the hair and scalp

Product Name	INCI	Description
Patch2O® 	Water (and) Glycerin (and) Glyceryl Polyacrylate (and) Trehalose (and) Urea (and) Serine (and) Pentylene Glycol (and) Algin (and) Caprylyl Glycol (and) Sodium Hyaluronate (and) Pullulan (and) Disodium Phosphate (and) Potassium Phosphate	Patch2O® is a molecular patch with hydrating actives that provides instant and sustained hydration to the scalp and hair. Its film-forming properties help protect hair from the effects of styling or treatments for silkier, more moisturized hair.
Puricare® 	Water (and) Glycerin (and) Moringa Oleifera Seed Extract	Puricare® is a plant extract that protects hair from pollution, improves its manageability, and smooths the hair cuticle. It effectively guards against environmental stresses and pollution and helps minimize hair oiliness. This product is ideally used in anti-pollution shampoos, shampoos for dry hair, conditioners, leave-on gels, and tonics.
Rambuvital® 	Maltodextrin (and) Nephelium Lappaceum (Seed) Extract	Rambuvital™ is an extract of rambutan seeds which vitalizes and protects both the scalp and hair follicle against pollution.
Sphingoceryl® VEG 	Octyldodecanol (and) Hydrogenated Co-Glycerides (and) Helianthus Annuus (Sunflower) Seed Extract	Sphingoceryl® VEG is a sunflower ceramides complex that works to strengthen the scalp barrier and protects dyed hair from color fading from washing. Additionally, it keeps hair moisturized for improved combability.

Revitalized Healthy Hair

Deliver deep moisturization to dry or damaged hair for smoother, more voluminous hair.

Product Name	INCI	Description
AGING — Strengthen hair and scalp for a younger looking appearance		
DN-Age™ 	Cassia Alata Leaf Extract (and) Maltodextrin	Extracted from Cassia alata leaves and titrated in flavonoids, DN-Age™ has demonstrated benefits of preserving hair from graying and maintaining hair strength.
Trichogen® VEG 	Water (and) Arginine (and) Acetylc Tyrosine (and) Pentylen Glycol (and) PEG-12 Dimethicone (and) Calcium Pantothenate (and) Zinc Gluconate (and) Niacinamide (and) Glucosamine HCl (and) Arctium Majus Root Extract (and) Panax Gingseng Root Extract (and) Biotin	Trichogen® VEG is a powerful selection of amino acids and vitamins used in traditional Chinese medicine that helps improve the hair's sensorial qualities and decreases the appearance of dry, dull, or damaged hair. It offers intensive care to the scalp, conditioning, and improves suppleness and ease of combing. It is perfect for hair strengthening and anti-age formulations.
VOLUME — Provide lift and add body to hair		
Luviquat® HM 552	Polyquaternium-16	Luviquat® HM 552 is a conditioning agent for hair care applications such as conditioners and styling products.
Luviquat® PQ 11 AT 1	Polyquaternium-11	Luviquat® PQ 11 AT 1 is a conditioning agent for hair care applications such as conditioners and styling products.
Luviquat® Supreme AT 1	Polyquaternium-68	Luviquat® Supreme AT 1 is an innovative cationic styling polymer that provides ultra-strong, flexible hold and outstanding curl retention even at high humidity levels. It has impressive conditioning properties and gives even the finest hair more volume. In addition, it protects hair against UV exposure and keeps dyed hair vibrant for longer.
Luviset® Clear AT 3	VP/Methacrylamide/Vinyl Imidazole Copolymer	Luviset® Clear AT 3 delivers excellent setting performance, long-lasting curl retention, and is non-sticky even in high humidity. Its non-ionic nature gives it broad compatibility with other raw materials making it flexible enough to use in many different and innovative styling products.
Rambuvital™ 	Maltodextrin (and) Nephelium Lappaceum (Seed) Extract	Rambuvital™ is an extract of rambutan seeds which vitalizes and protects both the scalp and hair follicle against pollution.
Sqisandryl® 	Schizandra Chinensis Fruit Extract	Sqisandryl® is derived from Shisandra, one of the 50 most important plants in Chinese herbal medicine (TCM). The eco-friendly processed berry extract stimulates cell energy and metabolism, protects against oxidation and pollution stress, and has clinical results of eyelash elongation.
Ultrahold® Power	Acrylates/t-Butylacrylamide Copolymer	Ultrahold® Power is a highly versatile, easy-to-use anionic hairspray styling polymer, suitable for all propellant types and VOC levels. It protects hair from thermal and UV damage and prevents dyed hair from fading. It is compatible with other anionic, non-ionic, and cationic styling polymers and can be incorporated into a wide range of styling formats including sprays, creams, and clear gels.

Scalp Maintenance

Protect from dry or itchy scalp by eliminating buildup and soothing inflammation

Product Name	INCI	Description
DETOX — Protect and maintain the scalp's natural microbiota		
BioToLife™ 	Water (and) Yeast Ferment Extract (and) Polylysine	BioToLife™ is a sophorolipid derived from fermentation that has gentle cleansing properties and is biodegradable.
Scalposine® 	Glycerin (and) Water (and) Sarcosine	Scalposine® uses an amino acid identical to that naturally found in the skin, creating a scalp detox solution that reduces scalp oiliness and replenishes beneficial microbiota.
SOOTHING / IRRITATION — Soothe the scalp, reduce buildup, and prevent flaking		
PatchH2O® 	Water (and) Glycerin (and) Glyceryl Polyacrylate (and) Trehalose (and) Urea (and) Serine (and) Pentyleneglycol (and) Algin (and) Caprylyl Glycol (and) Sodium Hyaluronate (and) Pullulan (and) Disodium Phosphate (and) Potassium Phosphate	PatchH2O® is a molecular patch with hydrating actives that provides instant and sustained hydration to the scalp and hair. Its film-forming properties help protect hair from the effects of styling or treatments for silkier, more moisturized hair.
PeptAldé® 4.0 	Water (and) Hydrolyzed Rice Protein	PeptAldé® 4.0 is a protein hydrolysate enriched with four multifunctional peptides developed using cutting-edge artificial intelligence technology. This product helps aid the body's natural defenses against silent inflammation and soothes sensitive scalps prone to dandruff.
Phytosoothe® 	Brassica Campestris (Rapeseed) Sterols, Cetearyl Alcohol	Phytosoothe® supports the natural recovery of the skin's physical and microbiotic barrier, protecting and strengthening the fragile scalp. It reduces irritation and soothes the scalp, while also making hair smoother and more manageable.
Scalposine® 	Glycerin (and) Water (and) Sarcosine	Scalposine® uses an amino acid identical to that naturally found in the skin, creating a scalp detox solution that reduces scalp oiliness and replenishes beneficial microbiota.

Strengthen and Repair

Use proteins to fill gaps in strands or cuticles and form a protective barrier to smooth cuticles and reduce rates of breakage

Product Name	INCI	Description
Cashmilan® 	Aqua (and) Hydrolyzed Keratin	Cashmilan® is a hair-identical protein hydrolysate that improves combability and hair tensile strength.
Dansonyl® 	Hydrolyzed Adansonia Digitata Extract	Dansonyl® is extracted from the leaves of the African Baobab tree and helps hydrate and protect hair. It improves the feel of hair softness, suppleness, and ease of combing, and creates a protective film on the surface of hair to protect and reinforce bleached or damaged hair.
Gluadin® Almond Benz	Hydrolyzed Sweet Almond Protein	Gluadin® Almond Benz is a hydrolyzed almond protein suitable for various hair care emulsions and surfactant preparations.
Gluadin® Kera-P LM	Hydrolyzed Vegetable Protein	Gluadin® Kera-P LM consists of low molecular vegetable peptides obtained through enzymatic hydrolysis and is suitable for hair care products that require effective repair and restructuring benefits.
Gluadin® WLM Benz	Hydrolyzed Wheat Protein	Gluadin® WLM Benz is a hydrolyzed wheat protein that penetrates deeply into hair fiber to strengthen, repair, and protect hair.
Nutrilan® I 50 BP	Hydrolyzed Collagen	Nutrilan® I 50 BP is a hydrolyzed collagen protein suitable for hair care preparations, especially surfactant preparations.
Nutrilan® Keratin LM	Hydrolyzed Keratin	The micro-protein Nutrilan® Keratin LM penetrates into the deeper layers of the hair with long-lasting effect, repairing structural damage and improving toughness. Produced by an enzymatic method (non-GMO), Nutrilan® Keratin LM can be processed cold.
Patch2O® 	Water (and) Glycerin (and) Glyceryl Polyacrylate (and) Trehalose (and) Urea (and) Serine (and) Pentylen Glycol (and) Algin (and) Caprylyl Glycol (and) Sodium Hyaluronate (and) Pullulan (and) Disodium Phosphate (and) Potassium Phosphate	Patch2O® is a molecular patch with hydrating actives that provides instant and sustained hydration to the scalp and hair. Its film-forming properties help protect hair from the effects of styling or treatments for silkier, more moisturized hair.
PeptAlde® 4.0 	Water (and) Hydrolyzed Rice Protein	PeptAlde® 4.0 is a protein hydrolysate enriched with four multifunctional peptides developed using cutting-edge artificial intelligence technology. This product helps aid the body's natural defenses against silent inflammation and soothes sensitive scalps prone to dandruff.
Puricare® 	Water (and) Glycerin (and) Butylene Glycol (and) Pentylen Glycol (and) Moringa Oleifera Seed Extract (and) Disodium Phosphate (and) Citric Acid	Puricare® is a plant extract that protects hair from pollution, improves its manageability, and smooths the hair cuticle. It effectively guards against environmental stresses and pollution and helps minimize hair oiliness. This product is ideally used in anti-pollution shampoos, shampoos for dry hair, conditioners, leave-on gels, and tonics.

Style and Finish

Maintain a long-lasting style and prevent cuticle reaction to heat and humidity

Product Name	INCI	Description
FRIZZ MANAGEMENT — Cleanse without stripping natural oils from hair and reduce frizz		
Luviquat® Excellence	Polyquaternium-16	Luviquat® Excellence is used in shampoos and acts as a conditioning and anti-static agent. It possesses protective and wet combability-improving properties.
Luviquat® PQ 11 AT 1	Polyquaternium-11	Luviquat® PQ 11 AT 1 is a conditioning agent for hair care applications such as conditioners and styling products.
Rheocare® HSP 1180	Polyacrylamidomethylpropane Sulfonic Acid	Rheocare® HSP 1180 has a lubricious sensation during application, and a soft and plush after-feel even at low concentrations. It is a preservative-free anionic polymer suitable for cold processing and ideal for innovative hair care concepts that offer a luxurious sensory experience.
Verdessence™ Alginate	Algin	Verdessence™ Alginate is a natural versatile polymer based on algae. It can be used as a rheology modifier, sensory enhancer, or setting polymer and is suitable for hair care rinse-off and leave-on applications.
Verdessence™ Xanthan	Xanthan Gum	Verdessence™ Xanthan is a crystal-clear polymer suitable for a wide spectrum of personal care products. It efficiently thickens and stabilizes emulsions and surfactant-based formulations, providing excellent viscosity boosted by electrolytes like NaCl. It is ideal for clear, high-viscosity formulations with pH values of >5.5, including fashionable shampoos.
SMOOTHING — Replenish moisture for more supple and elastic hair		
Cetiol® SB 45	Butyrospermum Parkii Butter	Cetiol® SB 45 is an exotic, waxy emollient that leaves the hair feeling conditioned and moisturized, while helping to manage hair.
Cetiol® SoftFeel	C12-18 Alkanoyl Glycerin/ Sebacic Acid Copolymer	Cetiol® SoftFeel is the newest soft-solid emollient developed by BASF. This versatile ingredient acts as a natural alternative to petrolatum, providing a powerful conditioning effect while preserving the natural look of curly or coily hair.
THERMAL PROTECTION — Coat the hair in a protective layer to guard against damage from heat styling tools		
Luviquat® Hold AT 3	Polyquaternium-46	Luviquat® Hold AT 3 is a quaternized copolymer for hair care. It is an aqueous solution of cationic polymers of different charge density and different degrees of setting and conditioning.
Luviquat® PQ 11 AT 1	Polyquaternium-11	Luviquat® PQ 11 AT 1 is a conditioning agent for hair care applications, such as conditioners and styling products.
Luviquat® Supreme AT 1	Polyquaternium-68	Luviquat® Supreme AT 1 is an innovative cationic styling polymer that provides ultra-strong, flexible hold and outstanding curl retention even at high humidity levels. It has impressive conditioning properties and gives even the finest hair more volume. In addition, it protects hair against UV exposure and keeps dyed hair vibrant for longer.
Ultrahold® Power	Acrylates/t-Butylacrylamide Copolymer	Ultrahold® Power is a highly versatile, easy-to-use anionic hairspray styling polymer, suitable for all propellant types and VOC levels. It protects hair from thermal and UV damage and prevents dyed hair from fading. It is compatible with other anionic, non-ionic, and cationic styling polymers and can be incorporated into a wide range of styling formats including sprays, creams, and clear gels.
Verdessence™ Alginate	Algin	Verdessence™ Alginate is a natural versatile polymer based on algae. It can be used as a rheology modifier, sensory enhancer, or setting polymer and is suitable for hair care rinse-off and leave-on applications.
Verdessence™ Xanthan	Xanthan Gum	Verdessence™ Xanthan is a crystal-clear polymer suitable for a wide spectrum of personal care products. It efficiently thickens and stabilizes emulsions and surfactant-based formulations, providing excellent viscosity boosted by electrolytes like NaCl. It is ideal for clear, high-viscosity formulations with pH values of >5.5, including fashionable shampoos.



At BASF, we have the ingredients and formulation expertise to help you create salon-quality products consumers desire.

Notes



We create chemistry

About the Care Chemicals division at BASF

The BASF division Care Chemicals offers a broad range of ingredients for personal care, home care, industrial & institutional cleaning, and technical applications. We are a leading global supplier for the cosmetics industry as well as the detergent and cleaner 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. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available online at care360.bASF.com

North America

100 Park Avenue
Florham Park, NJ 07932
US
Phone: +1-800-962-7831
beautycare-na@basf.com

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