

BASF introduces Get the Look 2.0 – the new virtual makeover application

- **Customizable application gives customers access to BASF's personal care ingredients and formulations**

FLORHAM PARK, NJ, July 29, 2013 – BASF announced the launch of Get the Look 2.0, the new virtual makeover application that showcases BASF's personal care portfolio which includes 2015 beauty trends and looks.

Powered by ModiFace, the leading developer in virtual makeup technology, the application allows customers to personalize a makeover by uploading their own photo or choosing a model from the photo library. From there, the user can adjust hair styles, eye makeup, face makeup and anti-aging effects.

“We're excited to launch Get the Look 2.0, the new virtual makeover application from BASF. Our products will come to life as you play with different options for makeup, hair and skin care ingredients from the Care Creations™ brand. For the utmost convenience, search for Get the Look 2.0 through Innovadex® and immediately click on the formulations you see in the virtual makeover,” said Kate Spetrino, Skin Care Marketing Manager, North America. “The first month has been very exciting with more than 230 clicks and interactions.”

The site is linked into the BASF pages on Innovadex®, a search engine for the Life Science, Chemical and Food and Beverage industries. The

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site gives direct access to all the formulations and products available on Get the Look 2.0.

(Picture Attachments)

About ModiFace

ModiFace is the virtual makeover technology leader with unique anti-aging, skin-care, cosmetics, and hair simulation technology across all platforms (web, in-store kiosk, Facebook, iPhone, iPad, Android, and in-ad-unit). Based on more than a decade of advanced facial recognition research at Stanford University, ModiFace's patented technology currently powers virtual makeover applications for BASF, Make Up For Ever, Inglot Cosmetics, Obagi, Jane Iredale, Allergan, Hearst Magazines, Proactiv, and SoftSheen Carson. ModiFace's set of mobile applications on iPhone/iPad/Android devices have been downloaded nearly 20M times and are actively used by nearly 2M monthly unique users.

About BASF Care Chemicals

BASF Care Chemicals division offers a broad range of ingredients for hygiene, personal care, home care, industrial & institutional cleaning, and technical applications. We are the global leading supplier for the cosmetics industry as well as the detergents and cleaners 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, pigments 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. We are where our customers need us around the world.

BASF - The Chemical Company

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 16,600 employees in North America, and had sales of \$18.5 billion in 2012. For more information about BASF's North American operations, visit www.basf.us.

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of €72.1 billion in 2012 and more than 110,000 employees as of the end of the year. Further information on BASF is available on the Internet at www.basf.com.