



## Urban Male

As men increasingly groom and 'manscape' themselves to stand out, masculinity and contemporary style get redefined. BASF formulas and solutions, tailored to appeal to the modern male, are leading the way.

## *Highlighted Formulas:*

**1 | Beard Lube Shave Serum**

**2 | MANipulative Hair Styler**

**3 | Men's Eye Rescue Roller**

**4 | The Polished Beard**

# Beard Lube Shave Serum

HB-US-15-32867-124 V2



Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Water	31.05	
	AM200 PF	Water (and) Cyclopentasiloxane (and) Cyclohexasiloxane (and) PEG-8 (and) Hydrogenated Lecithin	45.00	Skin feel modifier
	Hispagel® 200	Glycerin, Glyceryl Polyacrylate	15.50	Rheology modifier
	Bisabolol rac.	Bisabolol	0.75	Active ingredient
	Vitamin E-Acetate Care	Tocopheryl Acetate	2.25	Active ingredient
	Myritol® 331	Cocoglycerides	1.50	Emollient
	Xiameter PMX-200 Silicone Fluid 50CS (DOW Chemicals)	Dimethicone	1.50	Skin feel modifier
	Lipofructyl™ MO LS 9305 Brut	Moringa Pterygosperma Seed Oil, Moringa Oleifera Seed Oil	1.00	Active ingredient
	Fragrance	Fragrance	0.70	Fragrance

*Unlike men in the past, the 2016 man uses beards and hair as an extension of their own style. This stylish component now requires more maintenance and daily up keep. For these men, keeping their beard soft and in control while also moisturizing the skin beneath is a necessity.*

This modern Beard Lube Shave Serum is an all-in-one pre-shave treatment, shave gel, and skin conditioner, uniquely formulated to provide a comfortable trim and a polished look in just one simple step. This advanced emulsion contains **AM200 PF** for a lubricious feel and delivers enhanced skin conditioning benefits with **Lipofructyl™ MO** (Moringa Oil) and **Hispagel® 200**, leaving skin soft, supple, and hydrated.

## Care Creations Formulation Index for Sustainable Solutions\*

Accelerator Share:	2%	Performer share:	94%
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According to the Sustainable Solution Steering™ assessment. The share calculation is based on all BASF ingredients as is without water and alcohol.

# MANipulative Hair Styler

HB-US-14-32296-105 V2



Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	66.79	
	Edeta® BD	Disodium EDTA	0.05	Complexing agent
	D&C Violet No. 2 (Sensient Technologies Corporation)	CI 60725	0.10	Colorant
B	Water, demin.	Aqua	1.00	
	Tinogard® Q	Tris (Tetramethylhydroxypiperidinol) Citrate	0.05	Excited state quencher
C	Tinogard® HS	Sodium Benzotriazolyl Butylphenol Sulfonate	0.10	Light stabilizer
	Beeswax White SP 422 (Strahl & Pitsch)	Beeswax	4.00	Consistency agent
	Candelilla Wax SP 75 (Strahl & Pitsch)	Candelilla Cera	2.00	Consistency agent
	Cetiol® SB 45	Butyrospermum Parkii Butter	2.00	Consistency agent
	Eumulgin® CO 40 PEG-40	Hydrogenated Castor Oil	2.00	Emulsifier (O/W)
	Cetiol® HE PEG-7	Glyceryl Cocoate	2.00	Conditioning agent
	Cremophor® A 6	Ceteareth-6, Stearyl Alcohol	1.00	Emulsifier (W/O)
D	Luviset® One	Acrylates/Methacrylamide Copolymer	7.50	Rheology modifier
	AMP-95 (Angus Chemical Company)	Aminomethyl Propanol	qs	pH Adjustment
E	Gemtone® Moonstone G004	Mica, Titanium Dioxide, Iron Oxides	0.06	Effect pigment
	Chione™ HD Metric Violet S530	Synthetic Fluorphlogopite, Titanium Dioxide	0.15	Effect pigment
F	Luviskol® K 90 Solution	PVP	5.00	Fixative
	Luviset® Clear AT 2	VP/Methacrylamide/Vinyl Imidazole Copolymer	5.00	Fixative
	D-Panthenol 75 W	Panthenol	1.00	Active ingredient
	Preservative		qs	Preservative
	Perfume	Parfum	0.20	Fragrance
	AMP-95	Aminomethyl Propanol	qs	pH Adjustment

Creative. Classic. Polished. Refined. Words that identify you and your style. Why not have your hair equally reflect who you are... This creamy styler allows you to easily MANipulate your hair into the style you desire. Based on a combination of waxes and emollients this workable cream can easily be used on wet or dry hair. **Luviset® Clear AT 3** and **Luviset® One** provides very strong hold with extremely low tack even in humid conditions. For those who like to use some heat, **Luviset® Clear AT 3** provides a shield to protect hair during thermal styling. A combination of effect pigments--**Gemtone® Moonstone G004** and **Chione™ HD Metric Violet S530V**--delivers a hip shade of purple to help provide sheen to dark hair, blend away greys, and counter discoloration in lighter shades. Distribute well through hands before applying.

## Care Creations Formulation Index for Sustainable Solutions\*

Accelerator Share:	6%	Performer share:	74%
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According to the Sustainable Solution Steering™ assessment. The share calculation is based on all BASF ingredients as is without water and alcohol.

# Men's Eye Rescue Roller

SC-US-16-32916-80-1



Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Water	73.30	
	Tinocare® GL	Sclerotium Gum	1.85	Humectant
	Cosmedia® SP	Sodium Polyacrylate	0.85	Rheology modifier
	Plantapon® LGC SORB	Sodium Lauryl Glucose Carboxylate (and) Lauryl Glucoside	1.50	Emulsifier (O/W)
	Euxyl K 300 (Schülke)	Phenoxyethanol, Methylparaben, Butylparaben, Ethylparaben, Propylparaben, Isobutylparaben	0.50	Preservative
B	Dehymuls® PGPH	Polyglyceryl-2 Dipolyhydroxystearate	4.00	Emulsifier (W/O)
	Myrtil® 331	Cocoglycerides	5.00	Emollient
	Cetiol® CC	Dicaprylyl Carbonate	10.00	Emollient
	Speci'Men™ BC10001	Glycerin (and) Water (and) Hydrolyzed Adansonia Digitata Extract	1.00	Active ingredient
	Shadownyl	Water, Algae Extract, Hexylene Glycol, Caprylyl Glycol, Xanthan Gum	2.00	Active ingredient

*Unlike men in the past, the 2016 man is refining their style & increasing their Skin Care 'manscaping routine'. This stylish component now requires more maintenance and daily up keep. For these men, its about presenting their best self.*

Designed specifically for men, this unique "switch oil phase" technology transitions upon application from a light oil-in-water lotion to an action-packed water-in-oil cream. With complementary active ingredients, **Shadownyl™** and **Speci'Men™**, this formula reduces puffiness, dark circles, and fine lines, so eyes look younger and refreshed. Speci'Men is designed to reactivate the proteins that reduce fine lines and improve firmness specifically in men's skin, while Shadownyl reduces puffiness, dark circles, and fine lines.

# Polished Beard

HB-US-14-32261-144 V2



Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Water	81.3	
	Glycerin	Glycerin	1.00	Humectant
	Cosmedia® Ultragel 300	Polyquaternium-37	1.00	Rheology modifier
B	Lanette® O	Cetearyl Alcohol	1.00	Consistency agent
	Lanette® 16	Cetyl Alcohol	1.00	Consistency agent
	Lanette® 18	Stearyl Alcohol	1.00	Consistency agent
	Dehyquart® A-CA	Cetrimonium Chloride	4.00	Conditioning agent
	Dehyquart® C 4046	Cetearyl Alcohol, Dipalmitoylethyl Hydroxyethylmonium Methosulfate, Ceteareth-20	4.00	Conditioning agent
	Cetiol® C 5	Coco-Caprylate	0.50	Emollient
	Cetiol® SB 45	Butyrospermum Parkii (Shea) Butter	0.50	Emollient
	Xiameter PMX-200 (Dow Corning)	Silicone Fluid 100CS Dimethicone	0.50	Emollient
	C	Lamesoft® OD	Coco-Caprylate, Lauryl Glucoside, Glycerin, Polyglyceryl-2 Dipolyhydroxystearate, Polyglyceryl-3 Diisostearate	3.00
D-Panthenol 75 W		Panthenol	1.00	Active ingredient
Fragrance*		Fragrance	0.10	Fragrance
Sodium Hydroxide (20% solution)		Sodium Hydroxide	0.10	pH Adjustment
Preservative			qs	Preservative

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The **Polished Beard** formula spreads easily, thanks to **Cosmedia® Ultragel 300** and a blend of emollients, to penetrate even the most stubborn beards and rinses clean to leave it feeling smooth and conditioned. Formulated with **Lamesoft® OD**, this formula also delivers significant non-occlusive oil deposition on skin to help reduce dryness while leaving skin feeling soft and protected. For men with sensitive skin, this formula is suitable for them as well.

## Care Creations Formulation Index for Sustainable Solutions\*

Accelerator Share:	37%	Performer share:	53%
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We create chemistry