

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

Dermawhite™ WF, a powerful complex to inhibit the melanogenesis.

Papaya, Guava and Saxifrage, three plants with immaculate white flowers that blossom each season with the same radiance, have inspired researchers at BASF Beauty Care Solutions. The purity of these three plant extracts, recognized by Traditional Chinese Medicine (TCM) and likely to have synergistic whitening action, have been used to create Dermawhite™ WF.

This complex inhibits the synthesis of melanin by 90%*, delivering a skin brightening action that is three times higher than that of kojic acid, a commonly used and well-known active ingredient on the topical skin brightening market. Dermawhite™ WF thereby helps reduce skin pigmentation in darker phototypes, offering rapid effectiveness that has been proven after 2 weeks of product use.

Cosmetic applications

- Brightening skincare for face and body
- Radiance-boosting skincare
- After-sun care

Cosmetic properties

A powerful inhibitor of melanin synthesis, proven both *in vitro* and *in vivo*.

* *in vitro* results in the scientific brochure



Figure 1: Saxifraga sarmentosa

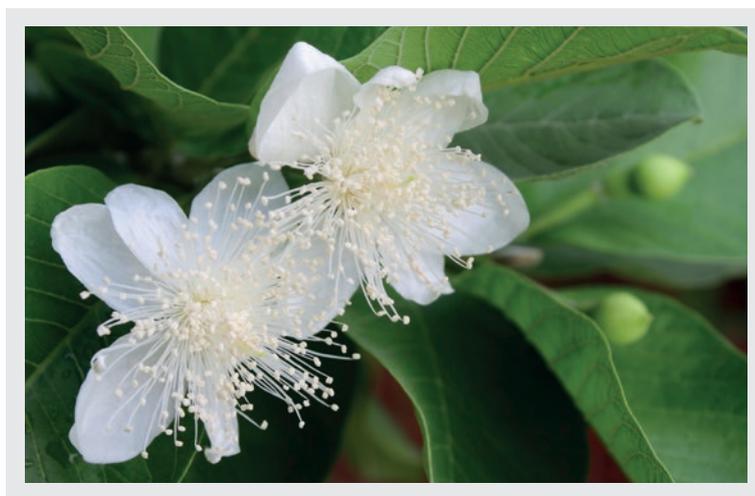


Figure 2: Psidium Guajava



Figure 3: Carica papaya

In vivo efficacy

Dermawhite™ WF, a whitening efficacy higher than placebo as well as kojic acid.

Our aim

The efficacy of Dermawhite™ WF at 2% was evaluated and compared to a placebo as well as to kojic acid at 2%. Two panels of 34 Indian women, ages 30 to 60, with phototypes IV and V were chosen for the study. The creams were applied twice a day for 12 weeks in the placebo-controlled trial and for 8 weeks in the trial with kojic acid.

Chromametric evaluation

Results vs. placebo: The whitening index ΔITA is improved by 21.6% after 3 months of treatment with Dermawhite™ WF while the improvement with the placebo only reaches 2.6%.

Increase in luminosity is also measured and higher than with the placebo.* (fig. 4).

Dermawhite™ WF shows greater whitening efficacy than the placebo.

Results vs. kojic acid: Dermawhite™ WF shows a fast action: a significant improvement of 42,5% is already observed after only 2 weeks of treatment. The whitening index ΔITA is improved by 51.0% after 2 months of treatment with Dermawhite™ WF while the improvement with kojic acid only reaches 20.9%. Increase in luminosity is also measured and higher than with kojic acid.* (fig. 5).

Dermawhite™ WF shows greater whitening efficacy than kojic acid and a fast action from 2 weeks of application.

* Results available in the scientific brochure.

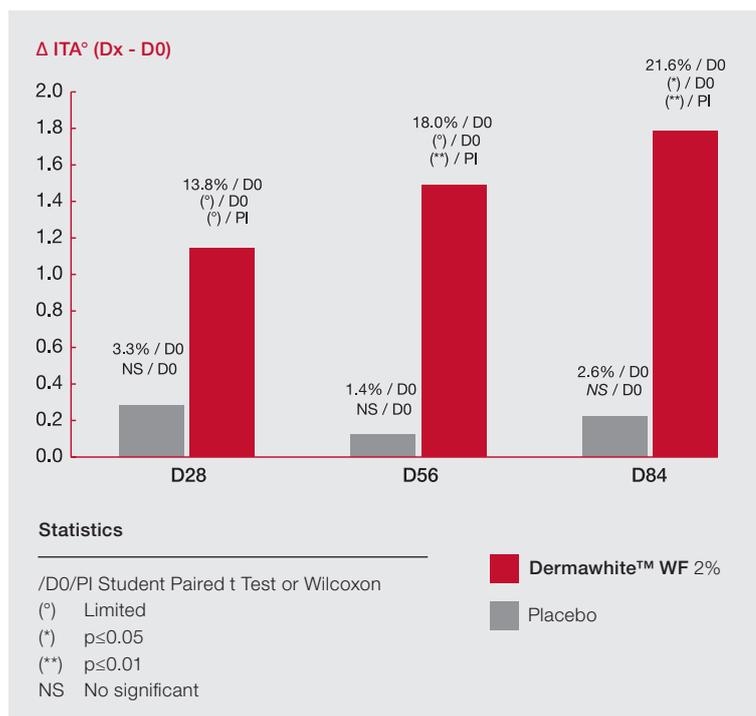


Figure 4: Whitening efficacy of Dermawhite™ WF compared to placebo.

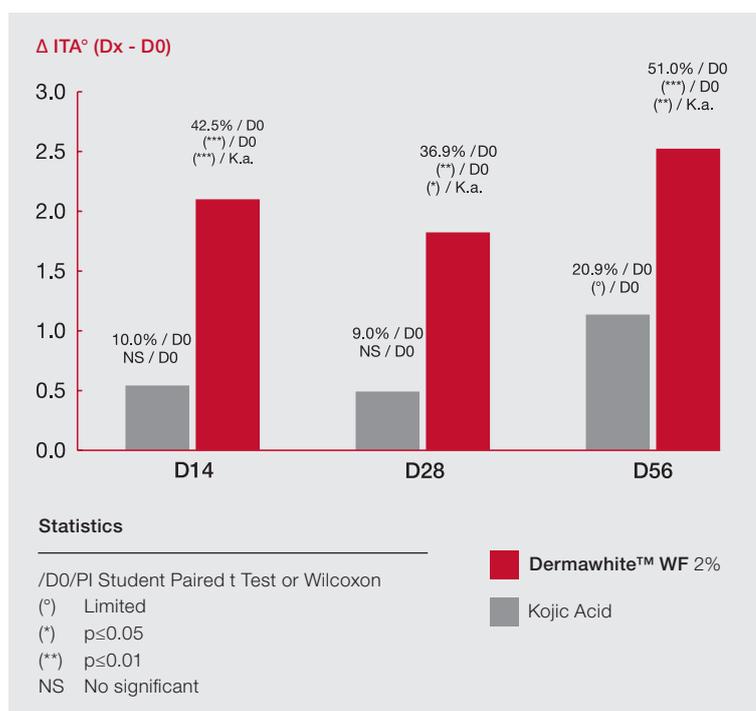


Figure 5: Whitening efficacy of Dermawhite™ WF compared to kojic acid.

Dermawhite™ WF, a whitening efficacy perceived by the dermatologist and the volunteers.

Dermatologic evaluation

Results vs. kojic acid: The complexion is 34% brighter after 8 weeks of treatment with Dermawhite™ WF at 2%. (fig. 6).

Visible results according to the dermatological evaluation.

Volunteer’s self-assessment

Results vs. kojic acid (fig. 7):

- Visibly fairer complexion noted by 94% of the volunteers
- Visibly lighter complexion noted by 94% of the volunteers After-sun care
- Visibly brighter complexion noted by 94% of the volunteers

Dermawhite™ WF is perceived as being more effective than kojic acid by the volunteers after 2 weeks of treatment.

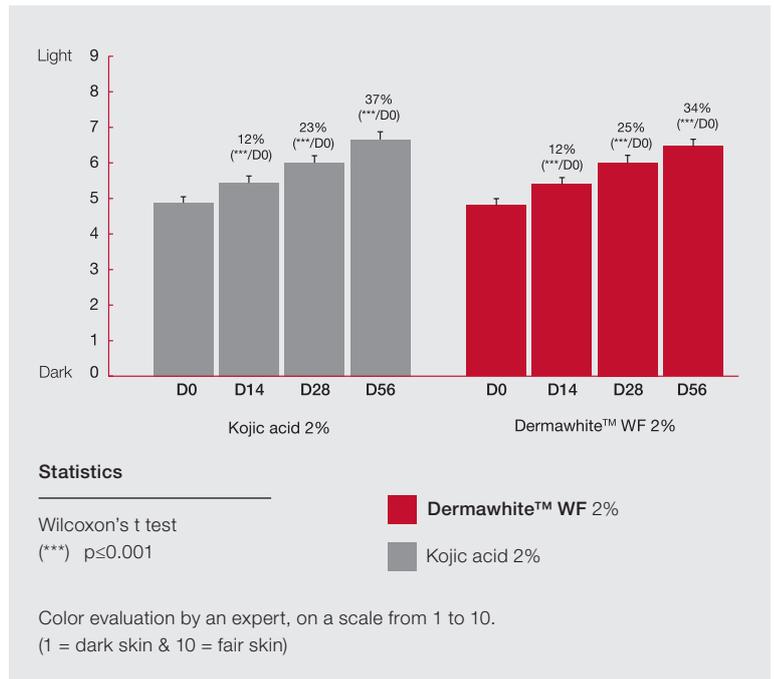


Figure 6: Dermatological evaluation of the brightening efficacy.

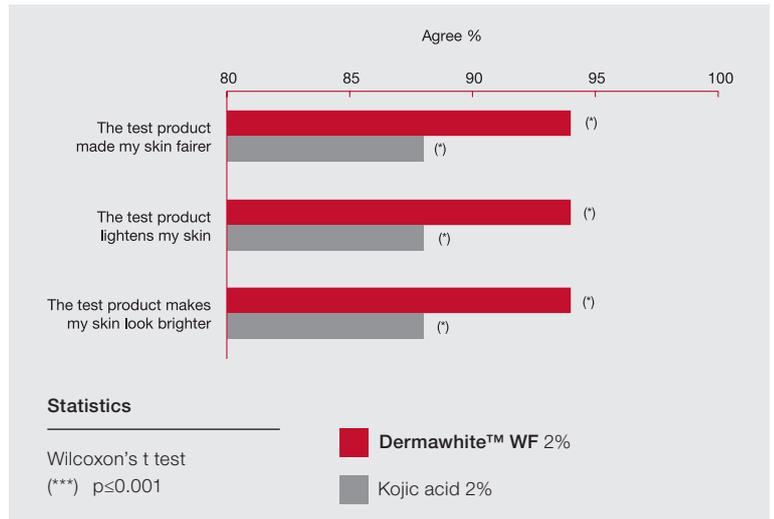


Figure 7: Self-assessment of the brightening efficacy by the panelists.

Conclusion (in vivo)

Dermawhite™ WF helps lighten the complexion after 2 weeks of product use.

Dermawhite™ WF offers more effective results as compared to both the placebo and kojic acid.

The effectiveness of Dermawhite™ WF was recognized by a dermatologist and perceived by the volunteers.

DERMAWHITE™ WF

Origin / Description



DermaWhite™ WF is a plant complex made of Saxifrage, Papaya and Guava Extracts and reducing agents.

Saxifraga Sarmentosa grows at an altitude of 390–3600 m in China, Russia, Japan and Korea. Traditionally used for wound healing, the TCM also used it to treat measles, tympanitis, erysipelas, hemoptysis, piles, and hair fall.

Carica papaya is a tropical fruit with a rich orange pulp. Papaya is a powerhouse of nutrients and a rich source of three powerful antioxidants vitamin C, vitamin A and vitamin E. Papaya can be used for the treatment of numerous diseases like warts, corns, sinuses, eczema, cutaneous tubercles, glandular tumors, blood pressure. It is also a powerful fruit to treat cutaneous disorders such as cuts, rashes, stings and burns. Finally, mashed papaya is used by the Asian and Pacific populations to lighten the skin complexion and age spots.

Psidium Guajava is widely cultivated in tropical and subtropical regions around the world. Full of vitamins, tannins, phenolic compounds and flavonoids, the guava is traditionally used in medicine for its antimicrobial properties. It has also demonstrated astringent, healing and skin repair properties. In Mexico the leaves are said to be a remedy for itches. In Amazon and Brazil a decoction of the bark and/or leaves or a flower infusion is used topically for wounds, ulcers and skin sores.

Summary file

Dermawhite™ WF

BC09993

Regulatory Data

INCI: Water (and) Tartaric Acid (and) Disodium EDTA (and) Sodium Sulfite (and) Sodium Metabisulfite (and) Glycerin (and) Butylene Glycol (and) Saxifraga Sarmentosa Extract (and) Carica Papaya (Papaya) Fruit Extract (and) Psidium Guajava (Guava) Fruit Extract

China: Each component listed in Inventory of Existing Cosmetic Ingredient in China (2014 June 30th version) IECIC

CAS#: 7732-18-5; 87-69-4; 139-33-3; 7757-83-7; 7681-57-4; 56-81-5; 107-88-0; 164288-53-3; 84012-30-6; 91770-12-6

EINECS#: 231-791-2; 201-766-0; 205-358-3; 231-821-4; 231-673-0; 200-289-5; 203-529-7; 310-127-6; 281-675-0; 294-795-3

Appearance

Colorless to pale yellow syrupy liquid

Preservative

Sodium sulfite, Sodium metabisulfite

Natural Labels

None

Formulation Data

Concentration of use: 2%

Solubility: Soluble in water

Incorporation method: Dermawhite™ WF is incorporated into the finished process below 50°C or at a room temperature for cold processing.

Optimal pH: 6.5-8.5

Formulation Data

Properties: Powerful inhibitor of melanin synthesis demonstrated *in vitro* and *in vivo*.

Applications:

- Whitening body and face care
 - Radiance care: complexion perfecter
 - Anti-spots repairing sun care
-

Storage

In its original packaging and protected from freeze, at 10-30°C

Shelf Life

18 months

Patent family

Patent granted in France (FR2764189B1), in Europe (EP0887072B1 - in DE, ES, FR, GB, IT), in Japan (JP3451184B2), in Rep of Korea (KR100419527B1) and in India (IN191259)

Manufacturer

BASF Beauty Care Solutions France SAS
3, Rue de Seichamps
54425 Pulnoy

Europe

BASF Personal Care and
Nutrition GmbH
HCC - CM1
40789 Monheim am Rhein
Germany

Phone: +33 (0) 1 49 64 52 09
bcs-europe@basf.com

North America

BASF Corporation
North American Regional Headquarters
100 Park Avenue
Florham Park, NJ 07932
USA

Phone: +1-800-962-7831
CosmeticsCustomerCare@basf.com

South America

BASF S.A.
Av. das Nações Unidas, 14171
Crystal Tower
04794-000 - São Paulo - SP
Brazil

Phone: +55 11 2039 2273
personal-care-sa@basf.com

Asia Pacific

BASF East Asia
Personal Care
45/F Jardine House
No.1 Connaught Place
Central, Hong Kong

Phone: +852 2731 0190
personal-care-hk@basf.com

Publisher

BASF Beauty Care Solutions France SAS
3, Rue de Seichamps - 54425 Pulnoy (France)
Email: bcs-europe@basf.com
www.carecreations.basf.com

Pictures

© BASF Beauty Care Solutions France SAS. All rights reserved.
®/™ Registered trademark / trademark of BASF in several countries

Global Edition, March 2015

Although all statements and information in this publication are believed to be accurate and reliable, they are presented gratis and for guidance only, and risks and liability for results obtained by use of the products or application of the suggestions described are assumed by the user. SELLER MAKES NO WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, BY FACT OR LAW, INCLUDING WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Statements or suggestions concerning possible use of the products are made without representation or warranty that any such use is free of patent infringement and are not recommendations to infringe any patent. The user should not assume that toxicity data and safety measures are indicated or that other measures may not be required. The claims and supporting data provided in this publication have not been evaluated for compliance with any jurisdiction's regulatory requirements and the results reported may not be generally true under other conditions or in other matrices. Users must evaluate what claims and information are appropriate and comply with a jurisdiction's regulatory requirements. Recipient of this publication agrees to (1) indemnify and hold harmless each entity of the BASF organization for any and all regulatory action arising from recipient's use of any claims or information in this publication, including, but not limited to, use in advertising and finished product label claims, and (2) not present this publication as evidence of finished product claim substantiation to any regulatory authority.