

News Release



BASF presents full portfolio of aroma chemicals at the World Perfumery Congress

Exhibit will feature the global launch of L-Menthol and DL-Menthol

Florham Park, NJ, June 5, 2012 – BASF will exhibit its full line of aroma chemical products at the 2012 World Perfumery Congress (WPC). Taking center stage will be the global launch of L-Menthol and DL-Menthol. Occurring every two years, the WPC is a networking forum that attracts more than 700 fragrance industry professionals, their suppliers and marketers to address and discuss solutions to the industry's latest challenges. This year's WPC will take place at the MGM Grand at Foxwoods Resort in Mashantucket Connecticut from June 12-14 (BASF's booth number: 402).

BASF is one of the leading producers of aroma chemicals with a product range that includes Geraniol, Citronellol and Linalool, which are part of BASF's Citral value chain. Aroma chemicals are sold to the flavor and fragrance industry finding their use mainly in home and personal care products, fine fragrances as well as in the food industry and in pharmaceutical applications. BASF will display and sample the full line during the show.

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Global launch of menthol

As a premium sponsor of the event, BASF will feature its launch of menthol that will be available in the third quarter of 2012. With the opening of the world's largest production plant in Ludwigshafen, Germany, BASF is poised to secure the global supply of menthol.

L-menthol is the world's largest-selling aroma and is essential in many consumer products – dental care, chewing gum, food flavors, personal care and skin care products as well as perfumes. A dedicated pharmaceutical grade of L-menthol will also be available for use in the pharmaceutical industry in 2013. BASF has developed a unique production process based on the core intermediate Citral, which will enable the company to supply large quantities of extremely pure product.

“The combination of high quality, global reach, local support and reliability of supply will revolutionize the worldwide availability of menthol products,” said Miguel Peña, Vice President of BASF's Aroma Chemicals Business Unit. “Our success is founded on the long term trust based on relationships we build with our customers worldwide.”

Pyranol – high quality aroma chemical for all perfume types

In addition to the launch of menthol products, BASF will also feature Pyranol. Pyranol provides a smooth and soft floralcy reminiscent of muguet. It is a valuable harmonizer for any creation and compound type. Pyranol can be used in all perfume types without interfering with the basic accord of the fragrance – a substantive building block with high stability.

Visit us at WPC in Mashantucket, Connecticut

June 12-14, 2012

MGM Grand at Foxwoods Resort, Booth 402

About BASF Nutrition & Health

BASF's Nutrition & Health division develops, produces and markets a comprehensive range of products and services for the pharmaceuticals, aroma chemicals, human nutrition and animal nutrition industries. The division addresses customer needs and enhances consumers' well-being and quality of life. Nutrition & Health provides the pharmaceutical industry with active ingredients such as caffeine and ibuprofen, as well as excipients and customized synthesis services. The division produces aroma chemicals such as citral and geraniol for the flavor and fragrance industry. Important human nutrition products are vitamins and carotenoids, plant sterols, emulsifiers and omega-3 fatty acids. Its feed additives such as vitamins, carotenoids and enzymes make Nutrition & Health a worldwide leader for the animal nutrition market.

BASF – The Chemical Company

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, social responsibility and environmental protection. Through science and innovation we enable our customers in almost all industries to meet the current and future needs of society. Our products and system solutions contribute to conserving resources, ensuring healthy food and nutrition and helping to improve the quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF posted sales of about €73.5 billion in 2011 and had more than 111,000 employees as of the end of the year. Further information on BASF is available on the Internet at www.basf.com.

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 16,000 employees in North America, and had sales of \$19.9 billion in 2011. For more information about BASF's North American operations, visit www.basf.us.