

News Release



BASF offers multivitamin and capsule manufacturers a game plan for success

SupplySide West features allergen-free, vegetarian formulations and mixed carotenoids

FLORHAM PARK, N.J., October 16, 2006 -- BASF will showcase its “winning team” of products and services designed to help dietary supplement manufacturers to be more successful at [SupplySide West](#), Oct. 18-20 at the Venetian and the Sands Expo in Las Vegas, Nev.

Among the featured products at BASF Booth 3012 are the company’s newest allergen-free and vegetarian formulations and its clinically proven and patent-pending mixed carotenoid concept.

BASF is also co-sponsoring [keynote speaker](#) Joe Theismann, former star quarterback for the National Football League’s Washington Redskins and the University of Notre Dame, and currently an analyst and football commentator for ESPN. Theismann’s address, titled “Game Plan for Success,” is scheduled for Oct. 19 at 10 a.m.

BASF’s allergen-free and vegetarian formulations are free flowing, non-dusting beadlet powders with high density and narrow particle size distribution. They are designed for use in the manufacture of direct compression tablets that are intended to be marketed as vegetarian and allergen-free, and are compliant with various international regulations.

“This combination of features provides an optimal, ‘label-friendly’ solution for BASF customers that sell their products throughout the world. Having one globally marketable formulation reduces the internal complexity for our customers; and complexity reduction means cost reduction,” said Emile Henein, Industry Manager, Dietary Supplements, for BASF in North America.

Recently launched allergen-free formulations include Dry Vitamin E Acetate 50% DC/GFP, Beta-Carotene 10% DC/GFP and Dry Vitamin A Acetate 250 DC/GFP.

BASF will also showcase its mixed carotenoid concept. BASF-sponsored research recently published in the American Journal of Clinical Nutrition demonstrates that a combination of carotenoids in dietary supplement form can effectively protect deoxyribonucleic acid (DNA) from oxidative stress damage. Samples of a raspberry-peach beverage with BASF lycopene, beta-carotene and lutein will also be available.

“BASF continues to have a strong commitment to the dietary supplement industry. It is our intention to continue to launch innovative formulations, and to complete our portfolio with vegetarian and allergen-free formulations,” said Henein.

BASF is a leading global partner for balanced and innovative nutrition for the dietary supplement, beverage and food industries, offering a full line of vitamins, beta-carotene, lycopene, lutein, Coenzyme Q10, omega-3s, caffeine, excipients, coatings and other ingredients. BASF offers excellent quality ingredients produced with state-of-the-art technologies, along with technical services and scientific expertise to meet the highest demands and to deliver the best value to the industry. Premium formulations are a key strength that has made BASF a leader in the industry.

To featured products, customers can contact BASF Corporation toll-free by phone at 1-800-527-9881, or by fax at 973-245-6843.

BASF - The Chemical Company. We don't make a lot of the products you buy. We make a lot of the products you buy better.®

BASF Corporation, headquartered in New Jersey, is the North American affiliate of BASF AG, Ludwigshafen, Germany. BASF employs about 16,000 people in North America and had sales of approximately \$11.3 billion in 2005. For more information about BASF's North American operations, or to sign up to receive news releases by e-mail, visit www.basf.com/usa.

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products, agricultural products and fine chemicals to crude oil and natural gas. As a reliable partner to virtually all industries, BASF's intelligent system solutions and high-value products help its customers to be more successful. BASF develops new technologies and uses them to open up additional market opportunities. It combines economic success with environmental protection and social responsibility, thus contributing to a better future. BASF has approximately 94,000 employees and posted sales of more than €42.7 billion (approximately \$50.4 billion) in 2005. Further information on BASF is available on the Internet at www.basf.com.

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