

***A walk  
through nature***



*Close your eyes.*



*Take a deep breath.*



*Dream of  
a sunny summer day.*



Urbanization is a global phenomenon. Around 57% of the world's population lives in cities, and the trend is rising.

Life in cities is attractive. There are more jobs, more cultural offerings, more restaurants and bars, more shopping opportunities, in short – everything most young people expect from life.



But life in the city can also be more stressful than life in rural areas. Urban lifestyles are often hectic, from the morning rush hour to the city's brightness and noise affecting sleep quality.

Cities are a physical stress to us too. Our respiratory system is under continuous strain and our skin as well, obviously.

Pollution is on top of our minds when we think about cities but it is just the tip of the iceberg, though.

Working and living indoors, in heated or air-conditioned rooms, has also a big impact on skin.



Skin dries out, becomes more sensitive and can show more wrinkles. Immune competence and barrier function are impaired, and the skin microbiome is more fragile because it is not as diverse as in people who live in rural regions. The stress hormones we produce when we are under psychological strain significantly aggravate the situation.

# negative factors of urban living

- stress
- air pollution
- lack of sleep
- lack of sunlight (working indoors)
- heating/ air condition (working indoors)

# negative influences on skin

- reduced barrier function
- reduced hydration
- reduced immunocompetence
- skin irritation
- less diverse skin microbiome

*Take care of city-stressed skin  
with the proven power  
of nature.*





A skincare product always has to be effective and is expected to provide a solution to a skin problem.

Simultaneously, the modern urban consumer hopes to improve mental well-being and ideally would like to do also something good for the environment - highly effective and goal-oriented ingredients are needed.

We at CLR put a large focus on developing active ingredients fitting this profile.

Our active ingredients help skin cells to help themselves and provide them with the 'training' they need to cope with the challenges of modern urban lifestyles.

## ***AnnonaSense CLR™***

- Based on the power of a superfruit
- Potentiates the skin's endocannabinoid system
- Goal-oriented solution for balanced skin
- Adaptogenic approach for healthy skin & mind



## ***Belides™ ORG***

- Obtained from organic daisy flowers
- Reduces skin pigmentation by influencing 5 different cellular pathways
- Lightens and evens skin tone
- Reduces visibility of age spots



## ***CutiBiome CLR™***

- Based on ancient wisdom and next generation skin microbiota research
- Acts on the core problems of skin dysbiosis
- Noticeably reduces sebum, papules, pustules and comedones
- Actively supports the scalp microbiome to return to a healthy state



## ***CutiGuard CLR***

- Based on galdieria sulphuraria, an extremophilic red alga
- Protects skin cells from the three main influences of skin aging: external stress, internal stress and time
- Strongly acts against cell senescence
- Reduces wrinkles and improves skin color evenness



## ***MultiMoist CLR™***

- Natural prebiotic approach
- Provides a complete solution for the next generation of smart moisturizers
- With Vitamin D-like effects



## ***ProRenew Complex CLR™***

- Postbiotic solution, sustainably produced, with convincing efficacy
- Improves skin quality and health
- Protects the skin's delicate ecosystem



An aerial photograph of a beach with vibrant turquoise waves crashing onto the shore. The water is a deep, bright blue-green, and the foam is white. The sand is a light, warm tone. The overall scene is bright and natural.

# *A walk through nature*

Life in the city is a challenge for us and our skin. Every now and then we need a break. The positive effects of walks in the countryside have convincingly been proven in scientific studies. They calm us down, improve our mood and the daylight boosts our vitamin D level. It's not always possible to enjoy nature to its fullest, however. An effective skincare ritual blending science and nature is the perfect step to take us there.

Discover with "A walk through nature" a care routine that intensively nourishes, protects and keeps your city-stressed skin in balance and gives you the feeling of a sunny summer day.

# Take a deep breath Cleanser



Removing dirt and dead skin cells is an essential step to achieve smooth and healthy skin, but harsh cleansing products can compromise the skin's barrier functions.

The Take a deep breath Cleanser has been developed to cleanse skin in a gentle but highly effective way while protecting the skin's microbiota and osmotic balance.

CutiBiome CLR™ noticeably reduces sebum, papules, pustules and comedones, providing a pure complexion. MultiMoist CLR™ compensates for a lack of vitamin D, promotes epidermal differentiation and provides the skin with a healthy level of hydration and smoothness.

# *Slow Down Regenerative Mask*



Daily stress caused by busy urban lifestyles lead to a lack of time for yourself. A face mask is the perfect way to combine self-care and goal-oriented skincare. This effective Jelly Gel Mask pampers stressed skin with a holistic sensorial experience. The combination of three highly effective active ingredients provides skin with all it needs to maintain health and well-being.

AnnonaSense CLR™ reduces sensitivity and itching. It sustainably stabilizes a healthy homeostasis in skin, improving skin appearance and perception of well-being. MultiMoist CLR™ leaves the skin with a moisturized, silky and matt feeling. ProRenew Complex CLR™ safeguards the skin's ecosystem and improves overall skin quality and health.

# *Ease Your Mind Serum*



This light bi-phase serum is the perfect step in your morning routine after cleansing.

CutiGuard CLR protects the skin cells from the main three influences on skin aging: external stress, internal stress and time. It reduces wrinkles and improves skin color evenness. AnnonaSense CLR™ reduces sensitivity and itching. It sustainably stabilizes a healthy homeostasis in skin, improving skin appearance and perception of well-being. MultiMoist CLR™ leaves the skin with a moisturized, silky and matt feeling. The contained carrot oil provides skin with a pleasant glow.

# *Escape the City Day Shot*



The Escape the City Day Shot provides skin with everything it needs throughout the day in a stressful environment.

ProRenew Complex CLR™ safeguards the skin's ecosystem and improves overall skin quality and health. AnnonaSense CLR™ reduces sensitivity and itching. It sustainably stabilizes a healthy homeostasis in skin, improving skin appearance and perception of well-being. Belides™ ORG provides skin with an even skin tone and a beautiful glow.

# *Escape the City Night Shot*



The Escape the City Night Shot supports skin optimally throughout the night.

CutiGuard CLR protects the skin cells from the main three influences on skin aging: external stress, internal stress and time. It reduces wrinkles and improves skin color evenness. ProRenew Complex CLR™ safeguards the skin's ecosystem and improves overall skin quality and health. MultiMoist CLR™ compensates for a lack of vitamin D, promotes epidermal differentiation and provides the skin with a healthy level of hydration and smoothness.

# Escape the City SOS Shot



The skin is exposed to many external stress factors throughout the day. Signs of fatigue and stress become visible in the form of redness or pale skin. The Escape the City SOS Shot instantly cares for stressed skin.

AnnonaSense CLR™ sustainably stabilizes a homeostasis in the skin. Irritated skin is effectively soothed and balanced. The appearance of the skin is improved and the perception of well-being is increased. MultiMoist CLR™ is a natural and smart moisturizer that provides the skin with quick and long-lasting moisture and creates a sustainable osmotic balance.

# Take me to the ocean Mist



This extremely light formulation is instantly absorbed by skin leaving a smooth and pleasant feel. It is specifically developed for skin which needs support to stay hydrated and provides skin with a holistic and effective answer to its most important needs in a stressful environment.

MultiMoist CLR™ works from the 'top down' enabling the upper layers of skin to hold on to much needed water, for skin to maintain or re-obtain its barrier function and smoothness. ProRenew Complex CLR™ works from the 'bottom up' and supports the biological mechanisms inside the skin which are responsible for its renewal processes. These are accelerated and improved, therefore skin becomes more robust. AnnonaSense CLR™ reduces skin irritation and establishes a healthy homeostasis.



# Take Me Out Foundation



A smooth even complexion is vital for a radiant look. Our Take Me Out Foundation enhances the natural beauty of the skin while providing the skin with moisture, care and a subtle glow.

Formulated with MultiMoist CLR™ it will leave the skin with a well hydrated and smooth feeling. CutiBiome CLR™ noticeably reduces sebum, papules, pustules and comedones, providing a pure complexion. Belides™ ORG provides skin with an even skin tone and a beautiful glow.

# Good Night Kiss Lotion



Skin performs different jobs during day and night. Whereas during day time the skin is more aligned to protect itself from the outside, it is in regeneration modus during night time. To effectively support the regeneration process, it is important to choose the right active ingredients.

The Good Night Kiss Lotion optimally cares for the skin throughout the night. MultiMoist CLR™ deeply moisturizes the skin and creates a sustainable osmotic balance. AnnonaSense CLR™ reduces skin irritation and establishes a healthy homeostasis. ProRenew Complex CLR™ effectively protects and balances the skin microbiota and has been proven to support the skin in restoring its healthy barrier function more quickly. The skin is perfectly prepared for another busy day.

# Set Me Free Scalp Fluid



Healthy hair starts with a healthy scalp. Our scalp is constantly challenged by pollution, UV light, climate, (chemical) stress and hair styling. It needs help from protective, balancing and soothing ingredients to stay in balance. Using haircare products with postbiotics regulates the scalp, including its microflora. A balanced bacteria microbiome means a healthy scalp and vice versa.

ProRenew Complex CLR™ works in synergy with CutiBiome CLR™ in re-balancing the scalp microbiota. CutiBiome CLR™ effectively soothes scalp and noticeably reduces itch for more comfort. It potently fights scalp oiliness and dandruff. ProRenew Complex CLR™ improves the condition, makes scalp tangibly healthier and reduces attributes related to dryness of the scalp.

