

Born To Win Protection Serum

We are ready to win and give our all, to surpass ourselves physically. To ensure our skin doesn't let us down, it needs optimum protection. The **Born To Win Protection Serum** pampers us with fine micro-bubbles and a pleasant fragrance.

CutiGuard CLR™ protects the skin from the first signs of aging. **AnnonaSense CLR™** establishes a sustainable homeostasis in the skin, reduces stress and improves wellbeing. **MultiMoist CLR™** provides the skin with immediate and long-lasting moisture and helps us make the most of the vitamin D we get – especially in times when we are not outside much.

Directions for use: Take a few drops of the serum and gently massage into the skin.



Featured Products

AnnonaSense CLR™ – Decoding the skin-mind connection



As a neurocosmetic active ingredient, AnnonaSense CLR™ acts at the top of the hierarchy of the skin's immune system. As an agonist for the CB2 receptor it reduces TRPV1-induced and other inflammatory processes. AnnonaSense CLR™ has a strong influence on the entire skin-brain-endocrine feedback loop. It perceptibly improves the look and comfort of skin and it reduces psychological stress and improves quality of sleep. Consequentially, it reduces the production of cortisol inside the body and, lastly and making this loop complete, it acts against the negative effects of systemic cortisol on skin by improving skin health.

AnnonaSense CLR™ is a natural and upcycled ingredient. It is obtained from *Annona cherimola*, common name Cherimoya, an edible fruit originating from South America.

Dosage: 3.0%

pH range: > 5.2

INCI Name:

Annona Cherimola Fruit Extract

AnnonaSense CLR™

is preserved with sodium dehydroacetate and phenylpropanol.

MultiMoist CLR™ – Mapping the moisturization puzzle



MultiMoist CLR™ activates production of the vitamin D receptor (VDR) and promotes the VDR's activation. MultiMoist CLR™ also potentiates the effect of vitamin D. As a consequence the skin becomes more moisturized. By making use of 5 different objective instrumental approaches, the immediate and long term moisturizing properties of MultiMoist CLR™ were convincingly proven. Additionally, the activity of MultiMoist CLR™ was proven in a consumer study, where the subjective improvement of skin moisture content, skin smoothness and the look of skin were confirmed.

MultiMoist CLR™ consists of a powerful synergistic blend of fructooligosaccharides and beta vulgaris (beet) root extract.

Dosage: 3.0%

pH range: 3.0–8.0

INCI Name:

Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water

MultiMoist CLR™

is unpreserved.

CutiGuard CLR™ – Your Personal Guard



Based on the extremophile red alga *Galdieria sulphuraria*, CutiGuard CLR™ constitutes a refined approach to the first signs of skin aging. It transfers the adaptivity and resilience of *Galdieria sulphuraria* to a highly effective, natural active ingredient that protects the skin in stressful environments.

Skin aging starts in the skin cells, which, during a lifetime, accumulate damage. Extrinsic and intrinsic factors add damage, leading to prolonged inflammation and cell senescence. CutiGuard CLR™ reduces the number of senescent cells and associated inflammatory and destructive mediators which lead to visible skin aging. It thus protects skin against premature aging. CutiGuard CLR™ also reduces wrinkles and significantly improves skin smoothness as well as the evenness of skin color – three crucial factors for a healthy and young appearance.

With its proactive and preventive approach, CutiGuard CLR™ is extremely suitable for modern aging consumers. It slows down the skin aging process and helps to avoid the development of the first signs of skin aging.

Dosage: 3.0%
pH range: 3.0–9.0

INCI Name:
Betaine, Sucrose, Hydrolyzed Rhodophyceae Extract, Water

CutiGuard CLR™ is unpreserved.

CLR Formulation

Born To Win Protection Serum

VIII-1.138.07A

PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		ad 100
	Keltrol T Plus	Xanthan Gum	CP Kelco	0.30
B	Euxyl K 712	Sodium Benzoate, Potassium Sorbate, Water	Ashland	0.80
	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	3.00
	CutiGuard CLR™	Betaine, Sucrose, Hydrolyzed Rhodophyceae Extract, Water	CLR	3.00
	Puricolor Blue ABL9-X FDA (0.2%)	Water, Acid Blue 9	BASF	0.08
	NaOH (32%)	Water, Sodium Hydroxide		0.10
	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
C	Miglyol 829 ECO	Caprylic/Capric/Succinic Triglyceride	IOI Oleo	6.50
	Myritol 318 MB	Caprylic/Capric Triglyceride	BASF	1.00
	Perfume Everybody	Fragrance	Voegele	0.10

Operating Instructions:

Mix A and stir until completely dispersed. Add B in this order and adjust pH value to 5.2. Premix C and add it to AB while stirring slowly.

Directions for use: Take a few drops of the serum and gently massage into the skin.

The recommendations and formulations given are based on our knowledge and experience in the field of technical application. They are, to the best of our belief, correct, but are offered without obligation. Those who use our recommendations and formulations as well as those who process CLR Active Agents are themselves responsible for the adherence to prevailing statutory regulations and the observance of patent rights as well as other protective rights for other companies.

This formula has been manufactured and stability-tested using a special preservative, but has not been subjected to microbiological challenge tests.

CLR

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