

## CLR Formulation Concepts

## Pure Balance Bi-Phase Serum

This light Bi-Phase Serum is the perfect step in your morning routine after cleansing. **CutiBiome CLR** noticeably reduces sebum, papules, pustules and comedones, providing a pure complexion. **MultiMoist CLR™** maintains the osmotic balance of skin whereas **AnnonaSense CLR™** establishes a homeostatic balance, leaving skin less sensitive and comfortably soothed.

**Directions for use:**

Take a few drops of the serum and gently massage into the skin. Shake before use.



### Featured Products



#### CutiBiome CLR – Calibrating the skin's ecosystem

CutiBiome CLR is a synergistic complex of lipophilic extracts from manuka, black pepper and magnolia. It provides essential support for the natural balance between skin and its microbiota in difficult situations, like acne and dandruff.

CutiBiome CLR reduces the film forming activity and significantly inhibits the growth of virulent phylotypes of Cutibacterium acnes. It strongly reduces inflammation involved in acne and dandruff. Sebum, comedones, pustules and pimples are reduced dramatically, as was confirmed by instrumental determinations and the volunteers themselves. Other *in vivo* studies showed potent reduction of dandruff. 4 weeks of 3 times weekly use of a hair tonic with CutiBiome CLR lead to similar results to Piroctone Olamine, but clearly outperformed it in reducing scalp oiliness, sensitivity and itch.

**Dosage:** 1.5–3.0%  
**pH range:** 4.0–7.0

**INCI Name:**  
Octyldodecanol, Leptospermum Scoparium Branch/Leaf Oil, Piper Nigrum Seed Extract, Magnolia Officinalis Bark Extract



#### AnnonaSense CLR™ – Adaptogenic approach for skin health

AnnonaSense CLR™ provides the skin with means to establish a sustainable homeostatic balance, improving skin health and well-being. The potent adaptogenic action of AnnonaSense CLR™ supports the skin's endocannabinoid system by activating the CB2 receptor. Through this action, it reduces inflammatory processes induced by TRPV1. Histamine-, as well as TNFα/Substance P-induced stress is down-regulated and the expression of a vital detrimental receptor in skin, IL-31RA, is decreased. AnnonaSense CLR™ makes the skin less sensitive and more balanced, even itch is perceptibly reduced. Skin appearance is improved and the perception of well-being and quality of life is enhanced.

**Dosage:** 3.0%  
**pH range:** >5.2

**INCI Name:**  
Annona Cherimola Fruit Extract

AnnonaSense CLR™ is obtained from *Annona cherimola*, common name Cherimoya, an edible fruit originating from South America.



## 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

### CLR Formulation

#### Pure Balance Bi-Phase Serum

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	DEIONIZED WATER	WATER		ad 100
	TRISODIUM CITRATE DIHYDRATE	SODIUM CITRATE	MERCK	0.20
	MICROCARE SB	WATER, SODIUM BENZOATE, POTASSIUM SORBATE	THOR	0.60
	PURICOLOR YELLOW AYE 23 (0.2%) /BLUE ABL9-X FDA (0.05%)	WATER, YELLOW 5 (CI 19140), ACID BLUE 9 (CI 42090)	BASF	0.12
	RHEOCARE XGN	XANTHAN GUM	BASF	0.20
B	<b>MULTIMOIST CLR™</b>	FRUCTOOLIGOSACCHARIDES, BETA VULGARIS (BEET) ROOT EXTRACT, WATER	<b>CLR</b>	<b>3.00</b>
	<b>ANNONASENSE CLR™</b>	ANNONA CHERIMOLA FRUIT EXTRACT	<b>CLR</b>	<b>3.00</b>
C	<b>CUTIBIOME CLR</b>	OCTYLDODECANOL, LEPTOSPERMUM SCOPARIUM BRANCH/LEAF OIL, PIPER NIGRUM SEED EXTRACT, MAGNOLIA OFFICINALIS BARK EXTRACT	<b>CLR</b>	<b>3.00</b>
	CETIOL J 600	OLEYL ERUCATE	BASF	13.95
	CETIOL C 5C	COCO-CAPRYLATE/CAPRATE	BASF	8.00
	PERFUME OIL: SHAOLIN	FRAGRANCE	FREY + LAU	q.s.

**Manufacture:** Mix A until uniform. Add B in the given order to A and stir. Premix C and add to AB.

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

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

Chemisches Laboratorium Dr. Kurt Richter GmbH  
 Sperenberger Straße 3 · 12277 Berlin · Germany  
 Tel +49 30 851026-0 · Fax +49 30 851026-85  
 info@clr-berlin.com · www.clr-berlin.com

