

## CLR Formulation Concepts

## Back to Balance Eye Serum

The appearance of your eye area is an important feature of the way you are perceived by others. Busy lifestyles and a lack of sleep can easily make you look tired. This highly effective serum supports you to look your best in one simple step. **MultiMoist CLR™** deeply hydrates skin. **JuvenEye CLR™** clearly reduces the visibility of dark circles and activates dermal draining for less puffy eyes. **AnnonaSense CLR™** supports the delicate skin in regaining its homeostatic balance, making skin less sensitive and completely relaxed.

### Directions for use:

Roll-on gently under the eye area as regular step in your skin regimen.



## Featured Product



### JuvenEye CLR™ – against dark circles, for youthful bright eyes

Based on a synergistic combination of extracts of *Hieracium pilosella* and the flowers of *Bellis perennis*, JuvenEye CLR™ addresses the most important dermatological processes in the formation and persistence of dark circles. It activates vital processes which allow for the breakdown of heme, which is both dark-colored and plays an important role in the etiology of dark circles. JuvenEye CLR™ also activates dermal draining through its ability to increase the production of VEGF-C. Excess fluids, electrolytes and immune cells are drained away more effectively. With JuvenEye CLR™, melanin deposition in the skin is reduced and overall skin health is improved.

In *in vivo* studies where JuvenEye CLR™ was compared with a corresponding placebo formulation it could be seen that JuvenEye CLR™ clearly reduces the visibility of dark circles. Both the color and the surface area of dark circles were reduced significantly.

**Dosage:** 3.0–5.0%

**pH range:** 4.5–6.5

#### INCI Name:

Bellis Perennis (Daisy) Flower Extract, Hieracium Pilosella (Hawkweed) Extract



### 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



## 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 TNF $\alpha$ /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.

AnnonaSense CLR™ 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

### CLR Formulation

#### Back to Balance Eye Serum

290.005.03A

PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	DEIONIZED WATER	WATER		ad 100
	VISCARIN PC 209	CARRAGEENAN	FMC BIOPOLYMER	0.40
B	MICROCARE SB	WATER, SODIUM BENZOATE, POTASSIUM SORBATE	THOR	0.80
	MULTIMOIST CLR™	FRUCTOOLIGOSACCHARIDES, BETA VULGARIS (BEET) ROOT EXTRACT, WATER	CLR	3.00
	JUVENEYE CLR™	BELLIS PERENNIS (DAISY) FLOWER EXTRACT, HIERACIUM PILOSELLA (HAWKWEED) EXTRACT	CLR	3.00
	ANNONASENSE CLR™	ANNONA CHERIMOLA FRUIT EXTRACT	CLR	3.00
C	NAOH (10%)	WATER, SODIUM HYDROXIDE		q.s.
D	PERFUME OIL: GRAPE PMF WS	FRAGRANCE	VOEGELE	q.s.

#### Manufacture:

Mix A and stir until completely dispersed and soaked. Add B, in this order, and stir until uniform. Adjust pH value to 5.5 with C. Add D as desired.

#### Directions for use:

Roll-on gently under the eye area as regular step in your skin regimen.

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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