

## CLR Formulation Concepts

## Natural You Micelle Water

Cleansing is not just about removing dirt or makeup from the skin. Today's consumer wants much more. After cleansing, skin needs to look clean and immaculate. It also needs to feel clean, smooth and indulged. This transparent and colorless skin cleansing micelle-solution effectively removes dirt on the skin surface.

**MultiMoist CLR™** provides skin with Vitamin D-like effects and deeply hydrates. **AnnonaSense CLR™**, upcycled from food waste, stabilizes a healthy homeostasis for a perfect balanced skin.

### Directions for use:

Apply the solution on a cotton wool ball and sweep it across your whole face. There is no need to rinse afterwards. Just enjoy the clean, fresh sensation.



## Featured Products



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

AnnonaSense CLR™ was designed to provide the skin with means to establish a sustainable homeostatic balance, improving skin health and well-being. The adaptogenic action of AnnonaSense CLR™ supports the endocannabinoid system (ECS) by activating the CB2 receptor. Inflammatory processes induced by the TRPV1 receptor, part of the skin's endovanilloid system (EVS) are strongly down regulated and a stable balance between the ECS and EVS is established. AnnonaSense CLR™ makes the skin less sensitive and more balanced, even itch could perceptibly be reduced. Skin appearance becomes clearly better and a consumer study showed that perception of well-being and quality of life were improved.

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

**Dosage:** 3.0%  
**pH range:** 3.0-8.0

**INCI Name:**  
Annona Cherimola Fruit 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:** 1.0%  
**pH range:** 3.0-8.0

**INCI Name:** Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water

## CLR Formulation

### Natural You Micelle Water

385.007.06A

| PHASE | TRADE NAME                   | INCI NAME  | SUPPLIER           | W/W %  |
|-------|------------------------------|--|--------------------|--------|
| A     | DEIONIZED WATER              | WATER  |                    | ad 100 |
|       | PERLASTAN SC 25 NKPF         | WATER, DISODIUM COCOYL GLUTAMATE, SODIUM COCOYL GLUTAMATE        | SCHILL & SEILACHER | 3.00   |
|       | DERMOSOFT OMP                | METHYLPROPANEDIOL, CAPRYLYL GLYCOL, PHENYLPROPANOL               | EVONIK             | 3.00   |
|       | MULTIMOIST CLR™              | FRUCTOOLIGOSACCHARIDES, BETA VULGARIS (BEET) ROOT EXTRACT, WATER | CLR                | 3.00   |
|       | ANNONASENSE CLR™             | ANNONA CHERIMOLA FRUIT EXTRACT                                   | CLR                | 3.00   |
| B     | PERFUME OIL: BLACK BAMBOO WS | FRAGRANCE  | VOEGELE            | 0.05   |

#### Manufacture:

Mix the ingredients in the given order and stir until homogenous. Add B as desired and stir.

#### Directions for use:

Apply the solution on a cotton wool ball and sweep it across your whole face. There is no need to rinse afterwards. Just enjoy the clean, fresh sensation.

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

