

CLR Formulation Concepts

Natural Shampoo

Natural cosmetics are a big thing. Free from this, free from this, they still need to perform. This shampoo performs very well! It contains two ingredients from CLR, which have multiple benefits for hair. **Vitamin F forte** forms a film on the surface of the hair. It too has conditioning effects and it even protects against hair breakage.

MultiMoist CLR™ deeply hydrates hair and improves overall hair condition and color retention. Hair breakage is reduced as well as static flyaway and hair fizziness, leaving hair perfectly conditioned all day long.



Directions for use:

Apply to wet hair. Massage into scalp and hair for a few minutes. Rinse out thoroughly.

Featured Products



MultiMoist CLR™ – Mapping the moisturization puzzle

MultiMoist CLR™ binds water in the cortex of hair, improving a variety of important hair qualities. It is a hair conditioner, improving its combability and handling. MultiMoist CLR™ also protects against color fading caused by repeated washing with shampoo. It dramatically reduces hair breakage from combing and MultiMoist CLR™ has a strong impact on static flyaway too. Hair frizziness is significantly reduced as well.

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



Vitamin F forte – Essential fatty acids nourishing skin & hair

Vitamin F forte is a strong hair conditioner, improving hair combability, and has shown to protect against hair breakage. In addition it has many positive features for skin.

Vitamin F forte contains natural polyunsaturated essential free fatty acids originating from safflower oil, with a particularly high content of linoleic acid.

Dosage: 0.5–3.0%
pH range: 3.0–10.0

INCI Name: Linoleic Acid, Linolenic Acid

CLR Formulation

Natural Shampoo

385.013.04A

PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	PLANTAPON SF	SODIUM COCOAMPHOACETATE, GLYCERIN, LAURYL GLUCOSIDE, SODIUM COCOYL GLUTAMATE, SODIUM LAURYL GLUCOSE CARBOXYLATE	BASF	46.00
	LAMESOFT PO 65	COCO-GLUCOSIDE, GLYCERYL OLEATE	BASF	2.00
	COPHEROL F 1300 C	TOCOPHEROL	BASF	0.01
	VITAMIN F FORTE	LINOLEIC ACID, LINOLENIC ACID	CLR	0.20
B	DEIONIZED WATER	WATER		ad 100
	MULTIMOIST CLR™	FRUCTOOLIGOSACCHARIDES, BETA VULGARIS (BEET) ROOT EXTRACT, WATER	CLR	1.00
	MICROCARE SB	WATER, SODIUM BENZOATE, POTASSIUM SORBATE	THOR	0.50
C	LACTIC ACID (80%)	LACTIC ACID, WATER		q.s.
D	PERFUME OIL: TILIA WS	FRAGRANCE	VOEGELE	0.15

Manufacture:

Mix A and B separately. Add B into A and stir slowly until uniform/clear. Adjust pH value to 5-5.5 with C. Add D as desired.

Directions for use:

Apply to wet hair. Massage into scalp and hair for a few minutes. Rinse out thoroughly.

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

