



COME AS YOU ARE

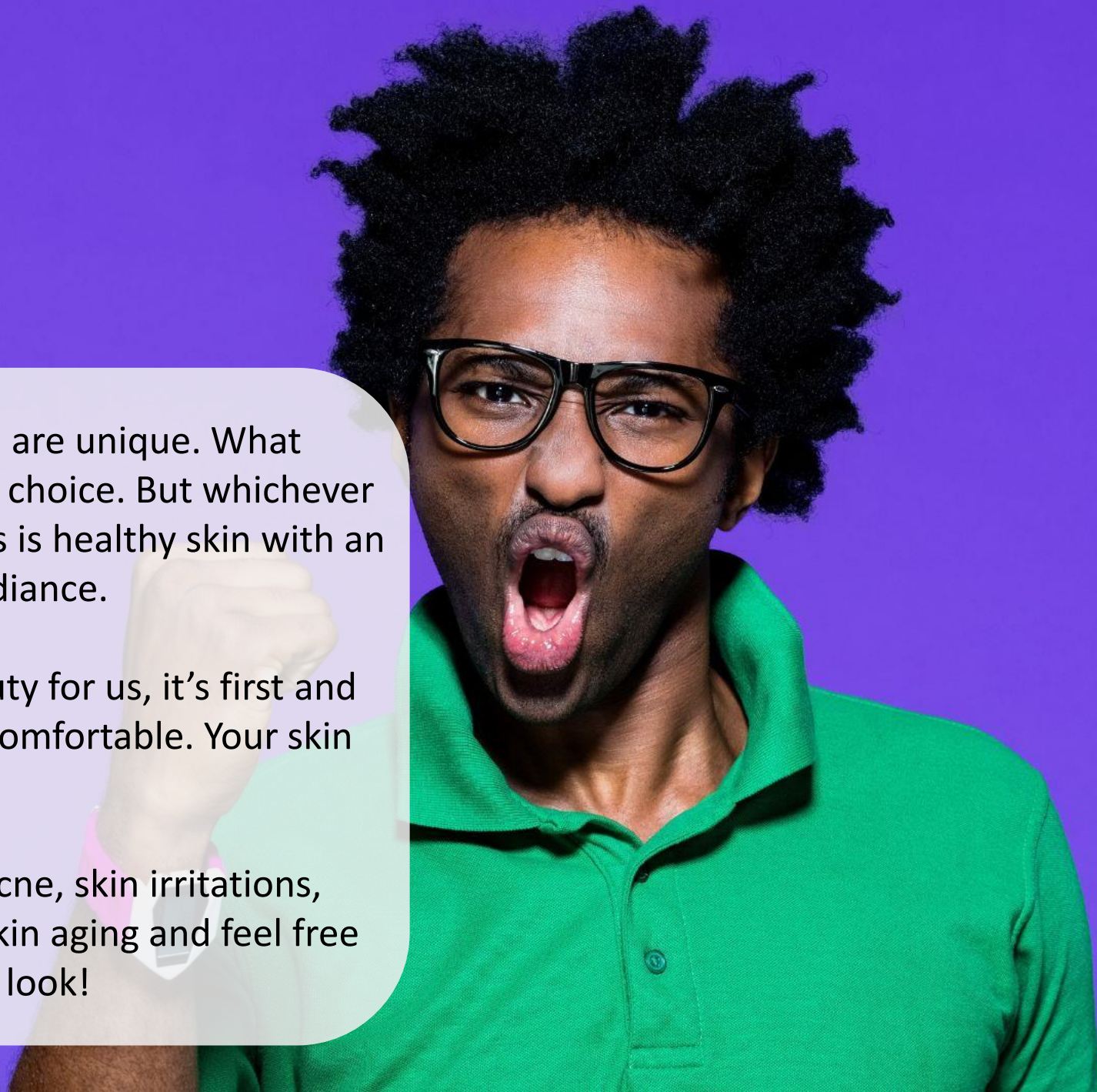
He, she, they – we all can look the way we want...




You are not a crowd, you are unique. What beauty is for you, is your choice. But whichever look you prefer, the basis is healthy skin with an even complexion and radiance.

However we define beauty for us, it's first and foremost about feeling comfortable. Your skin has its individual needs.

Forget enlarged pores, acne, skin irritations, forget the first signs of skin aging and feel free to create your individual look!





Our new star **CutiFine CLR™** not only significantly reduces the visibility of conspicuous pores, but also the color contrast. The result is an even, refined and for oily skin mattified complexion.

Especially in combination with **CutiGuard CLR™**, which reduces wrinkles and crow's feet and improves skin color evenness, CutiFine CLR™ is the perfect care for aging skin.

Not only slow down yourself, but also your aging process!

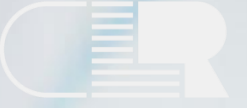


AnnonaSense CLR™ is your best choice to calm down body and mind. Based on upcycled parts of the superfruit Cherimoya, it effectively establishes a sustainable homeostasis – a yoga session for your skin.

CutiBiome CLR™ provides you with the power of ancient wisdom to rebalance your skin microbiota and effectively reduce comedones, pustules and pimples.

Your face is a canvas –
what you make of it is up to you!





At CLR, we launch products that solve a problem and simply work. They are carefully sourced, safe and proven to be highly effective to create more value.

The product, its relevance and consumer benefits are always at the center of our work. Our focus ranges from prevention to the treatment of already existing, acute problems, always with a focus on the health of the skin.

With this approach, we help our customers to create goal-oriented solutions for individual needs. Together we help people all over the world to feel comfortable in their skin and give them the basis for finding themselves beautiful and come as they are.



The infographic features four speech bubbles of different colors (purple, green, purple, green) set against a background of a graffiti-covered brick wall. The bubbles contain statistics about consumer preferences in the beauty industry. There are also small white line-art icons: a smiley face on the left, a cat with 'xx' on its forehead in the top center, and another smiley face on the bottom right.

48%

of female consumers defined **beauty** as being **comfortable in their own skin**

57%

of French consumers feel **tired of being told how they should look**

34%

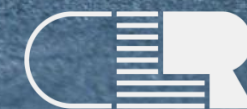
of UK skincare users would be interested in using formulas **personalized to their needs**

15%

of Spanish consumers agree that beauty brands should **provide more scientific evidence to validate the claims they make**



Our Hero Ingredients – Your Solutions...



Forget conspicuous pores

CutiFine CLR™

- Based on a combination of *Vaccaria segetalis* (cowherb) and the fruit pulp of *Adansonia digitata* (baobab)
- Acts on all processes which make pores larger and more noticeable
- Regulates the color of pores, letting them blend in with skin



Forget skin irritation

AnnonaSense CLR™

- Based on the power of a superfruit
- Potentiates the skin's endocannabinoid system
- Goal-oriented adaptogenic approach for healthy skin & mind



Forget the first signs of aging

CutiGuard CLR™

- Based on *galdieria sulphuraria*, an extremophilic red alga
- Protects skin cells from the three main influences of skin aging: external stress, internal stress and time
- Reduces wrinkles and improves skin color evenness



Forget acne

CutiBiome CLR™

- Based on ancient wisdom and next generation skin microbiota research
- Acts on the core problems of skin dysbiosis
- Noticeably reduces sebum, papules, pustules and comedones





Discover inspiring formulations to just come as you are...





COME AS YOU ARE

Cleansing Powder

The Cleansing Powder has been developed to cleanse skin in a gentle but highly effective way while protecting the skin's microbiota and its osmotic balance.

A delicate foam is formed when a few drops of water are added to the cleansing powder. The foam is massaged into the skin and washed off with lukewarm water. Make-up residues, dead skin cells and excess oil are gently but intensively removed. Another benefit - the powder can be transported in hand luggage when travelling and there is no risk of leakage.

Formulated with **MultiMoist CLR™** it will leave the skin with a well hydrated and smooth feeling. **CutiBiome CLR™** noticeably reduces sebum, papules, pustules and comedones by microbiota regulation, providing a pure complexion.





COME AS YOU ARE

Pore Refining Toner

The Pore Refining Toner provides skin with hydration and a refined texture. It reduces the visibility of skin pores and mattifies skin.

MultiMoist CLR™ will leave the skin with a well hydrated and smooth feeling.

CutiFine CLR™ constitutes an all-in-one approach to reduce conspicuous pores. It acts on all processes which make pores larger and more noticeable. It regulates the color of pores and refines skin texture and complexion with soft focus.





COME AS YOU ARE

Pore Treatment Roll On

Skin which has refined structure and even complexion is a much sought-after trait which is not easy to obtain, especially for those with combination or oily skin. This **Pore Treatment Roll On** was especially developed as on the go solution to effectively refine skin and minimize the appearance of skin pores.

CutiFine CLR™ constitutes an all-in-one approach to reduce conspicuous pores. It acts on all processes which make pores larger and more noticeable. It regulates the color of pores and refines skin texture and complexion with soft focus.





COME AS YOU ARE

Radiant Skin Serum

This cold formulated **serum** has a light weight feeling and leaves your skin with a radiant glow. It contains an intelligent mix of three active ingredients and pampers skin with an instant feeling of freshness and comfort. It prepares the skin perfectly for your next skin care step.

ProRenew Complex CLR™ safeguards the skin's ecosystem and improves overall skin quality and health. **Belides™ ORG** provides skin with an even skin tone and a beautiful glow.

CutiGuard CLR™ protects the skin cells from the three main influences on skin aging: external stress, internal stress and time. It reduces wrinkles and improves skin color evenness.





The Ready to Go Day Care is the perfect product in your routine to optimally care for your skin in one simple step. It hydrates, balances and targets the first signs of skin aging for beautiful skin with a pure and even complexion.

MultiMoist CLR™ compensates for a lack of vitamin D, promotes epidermal differentiation and provides the skin with a healthy level of hydration and smoothness.

CutiGuard CLR™ protects the skin cells from the three main influences on skin aging: external stress, internal stress and time. It reduces wrinkles and improves skin color evenness.





The eyes are the first thing we perceive in another person. Unfortunately, as we get older, we wake up more often with swollen eyes and dark circles, which make us look tired and unhealthy. This light yet nourishing **eye cream** makes no compromises to provide the sensitive eye area with all it needs to look simply beautiful.

JuvenEye CLR™ clearly reduces the visibility of dark circles and activates dermal draining for less puffy eyes.

CutiGuard CLR™ protects the skin cells from the three main influences on skin aging: external stress, internal stress and time. It reduces wrinkles and improves skin color evenness.

AnnonaSense CLR™ sustainably stabilizes a healthy homeostasis in skin, improving skin appearance and perception of well-being.





COME AS YOU ARE

All-in-One Clay Mask

This **clay mask** is the perfect solution for a pure complexion. The contained clay has an absorbing effect and reduces oiliness and impureness. The combination of three highly effective active ingredients provides an all-in-one solution for a healthy, illuminous glow.

Formulated with **MultiMoist CLR™** it will leave the skin with a well hydrated and smooth feeling.

CutiBiome CLR™ noticeably reduces sebum, papules, pustules and comedones, providing a pure complexion.

CutiFine CLR™ acts on all processes which make pores larger and more noticeable. It regulates the color of pores and refines skin texture and complexion with soft focus.



The background of the advertisement is a vibrant, textured wall in shades of purple and blue. On the left, a person's legs are shown from the knees down, wearing light green sneakers with orange laces and white socks with black stripes. A small white heart icon is positioned near the left leg. In the center, a clear glass bottle of CLR Balancing Body Cream with a silver pump dispenser stands prominently. A small white heart icon is also visible near the bottle. The overall aesthetic is modern and youthful.

COME AS YOU ARE

Balancing Body Cream

Changing temperatures and hot showers can unbalance the skin. Our **Balancing Body Cream** provides skin with a smart combination of three highly effective active ingredients to provide skin with all it needs to feel and look moisturized all day long.

AnnonaSense CLR™ reduces sensitivity and itching. It sustainably stabilizes a healthy homeostasis in skin, improving skin appearance and perception of well-being.

Vitamin F forte works as a skin conditioner and supplies the skin with essential ingredients for it to recreate its barrier function.

MultiMoist CLR™ compensates for a lack of vitamin D, promotes epidermal differentiation and provides the skin with a healthy level of hydration and smoothness.



COME AS YOU ARE

Antiperspirant Cream

This green formulated **deodorant cream** helps to reduce underarm odor in a sensitive way. The combination of ingredients is skin friendly and keeps the skin microbiota in balance. It can also be used as a calming lotion after shaving.

CutiBiome CLR™ shows potent anti-inflammatory effects and supports skin in regaining its natural and healthy balance with its microbiota.

MultiMoist CLR™ will leave the skin with a well hydrated and smooth feeling.

ProRenew Complex CLR™ safeguards the skin's ecosystem and improves overall skin quality and health.





COME AS YOU ARE

All-in-One Barrier Balm

This **multipurpose balm** can be used as a lip mask to smooth chapped lips, as a moisturizing treatment for dry and irritated skin, but also as base for face sculpting with a gua sha stone or face roller.

ProRenew Complex CLR™ works from inside out. Deep inside the skin it helps the skin cells in accelerating and improving the skin renewal processes. Desquamation is effectively promoted, the skin microbiota is supported and protected, improving overall skin health.

MultiMoist CLR™ compensates for a lack of vitamin D, promotes epidermal differentiation and provides the skin with a healthy level of hydration and smoothness.





COME AS YOU ARE

Meet us at in-cosmetics global, stand N80
www.clr-berlin.com

