

CLR Formulation Concepts

Velvet Skin Body Cream Butter

The Velvet Skin Body Cream Butter is a rich formulation which leaves your skin well hydrated and smooth. The combination of **MultiMoist CLR™** and **AnnonaSense CLR™** provides the skin with moisture and is turning stressed skin to a well balanced and perfect looking skin. AnnonaSense CLR™ provides skin with an innovative adaptogenic approach. Adaptogens stabilize physiological processes and promote homeostasis – a perfect balance. MultiMoist CLR™ is a smart moisturizer instantly protecting skin from drying out.

Directions for use:

Apply on the whole body and gently rub in until absorbed.



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 perceivably 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: 3.0%
pH range: 3.0–8.0

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

Velvet Skin Body Cream Butter OW

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Cutina GMS-SE	Glyceryl Stearate SE	BASF	5.00
	Cutina FS 45	Stearic Acid, Palmitic Acid	BASF	1.00
	Lanette O MB	Cetearyl Alcohol	BASF	2.00
	Cetiol SB 45	Butyrospermum Parkii (Shea) Butter	BASF	8.00
	Cetiol J 600	Oleyl Erucate	BASF	4.00
	Cetiol RLF	Caprylyl-Caprylate/Caprates	BASF	3.00
	Cetiol MM	Myristyl Myristate	BASF	2.00
	Rheocare XGN	Xanthan Gum	BASF	0.50
B	Deionized Water	Water		add 100
	LaraCare A200	Galactoarabinan	Lonza	0.50
C	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	3.00
	Geogard 221	Dehydroacetic Acid, Benzyl Alcohol	Lonza	0.65

Operating Instructions:

Heat up A and B to 80°C separately. Add A to B under stirring. Homogenize for 3 minutes by Ultra Turrax and cool down while stirring. Add C in this order below 30°C and stir until uniform. If necessary, adjust pH to 6–6.5.

Directions for use:

Apply on the whole body and gently rub in until absorbed.

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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