

CLR Formulation Concepts

Stay Cool 3-in-1 Scalp Serum OW

This multifunctional scalp serum with a slight cooling effect leaves your scalp deeply purified, soothed and refreshed. The highly effective combination of **CutiBiome CLR™**, **AnnonaSense CLR™** and **MultiMoist CLR™** provides the scalp with a healthy balance. While MultiMoist CLR™ provides instant hydration, AnnonaSense CLR™ makes scalp less sensitive and CutiBiome CLR™ potentially reduces dandruff and supports the scalp microbiota to return to its normal healthy state.

In addition, this formulation can be used on the face as cooling After Shave Serum or Balancing Day Care.

Directions for use:

For Scalp care: Take 5 drops and gently massage into the skin.

As serum: Apply to face and gently massage into the skin. Continue with your daily skin care routine.

For After Shave products: Apply to face after shaving.



Featured Products

CutiBiome CLR™ – Calibrating the skin's ecosystem



CutiBiome CLR™ is a synergistic complex of lipophilic extracts from manuka, black pepper and magnolia. It provides essential support for the natural balance between skin and its microbiota in difficult situations, like acne and dandruff.

CutiBiome CLR™ was shown to reduce expression of 5α-reductase and the production of inflammatory mediators. *In vivo* studies showed potent reduction of dandruff. CutiBiome CLR™ supports the scalp microbiota to return to its normal healthy state, more effectively than Piroctone Olamine. It also outperforms this benchmark ingredient in reducing scalp oiliness, scalp sensitivity and itch.

Dosage: 1.5–3.0%

pH range: 4.0–7.0

INCI Name:

Octyldodecanol, Leptospermum Scoparium Branch/Leaf Oil, Piper Nigrum Seed Extract, Magnolia Officinalis Bark 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 α /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 perceivably 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

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		add 100
	Sepilife NUDE	Sodium Acrylate/Sodium Acryloyldimethyl, Taurate Copolymer, C15-19 Alkane, Polyglyceryl-6 Laurate, Polyglycerin-6	SEPPIC	3.00
B	Ethanol (96%)	Alcohol	Berkel AHK	15.00
	CutiBiome CLR™	Octyldodecanol, Leptospermum Scoparium Branch/Leaf Oil, Piper Nigrum Seed Extract, Magnolia Officinalis Bark Extract	CLR	3.00
C	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	3.00
	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
	NaOH (32%)	Water, Sodium Hydroxide		0.11
D	Perfume Aloe Flower KWS	Fragrance	Frey+Lau	0.25

Operating Instructions:

Mix A and stir until homogeneous. Premix B and add it to A while stirring. Add C in this order. Adjust pH value to 6 and add D as desired.

Directions for use:

For Scalp care: Take 5 drops and gently massage into the skin.

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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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