

CLR Formulation Concepts

HappyEye All-In-One Solution

The eyes are often the first thing we notice in another person and are therefore incredibly important for a person's attractiveness. Small wrinkles, dryness, redness and swelling are common in this area and are difficult to hide. Dark circles under the eyes are also a common phenomenon. They make people look tired and older and can therefore have a significant impact on the quality of life.

The HappyEye All-in-One solution combines three smart active ingredients to fight all skin problems around the eye. Due to its film-forming and skin-protective properties, **Maricol S** is especially suitable for the care of dry and mature skin as well as skin stressed by negative environmental influences. **JuvenEye CLR™** clearly reduces the visibility of dark circles and activates dermal draining for less puffy eyes. **AnnonaSense CLR™** supports the delicate skin in regaining its homeostatic balance, making skin less sensitive.



Directions for use: Take a pea-sized amount of the cream and tap into the skin under the eyes in the morning.

Featured Products

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 TNFα/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 perceptibly 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

AnnonaSense CLR™

is preserved with sodium dehydroacetate and phenylpropanol.

JuvenEye CLR™ – against dark circles, for youthful bright eyes



Based on a synergistic combination of extracts of *Hieracium pilosella* and the flowers of *Bellis perennis*, JuvenEye CLR™ addresses the most important dermatological processes in the formation and the persistence of dark circles. It activates vital processes which allow for the breakdown of heme, which is both dark-colored and plays an important role in the etiology of dark circles. JuvenEye CLR™ also activates dermal draining through its ability to increase the production of VEGF-C. Excess fluids, electrolytes and immune cells are drained away more effectively. With JuvenEye CLR™, melanin deposition in the skin is reduced and overall skin health is improved.

In *in vivo* studies where JuvenEye CLR™ was compared with a corresponding placebo formulation it could be seen that JuvenEye CLR™ clearly reduces the visibility of dark circles.

Dosage: 3.0–5.0%

pH range: 4.5–6.5

INCI Name:

Bellis Perennis (Daisy) Flower Extract, Hieracium Pilosella (Hawkweed) Extract

JuvenEye CLR™

is preserved with sodium benzoate and sodium dehydroacetate.

Maricol S – At the root of modern-day skincare regimens



Due to its film-forming and skin-protective properties, Maricol S is especially suitable for the care of dry and mature skin as well as skin stressed by negative environmental influences.

Maricol S is a native soluble collagen of marine origin, obtained from fish skin.

Dosage: 3.0–10.0%

pH range: 4.5–6.5

INCI Name: Soluble Collagen

Maricol S is preserved with sodium benzoate.

CLR Formulation

HappyEye All-In-One Solution OW

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		add 100
	Glycerol 85%, vegetable Ph. Eur.	Glycerin	Gustav Heess	2.00
	Rheocare XGN	Xanthan Gum	BASF	0.45
	Trisodium Citrate Dihydrate	Sodium Citrate	Merck	0.25
B	Olivem 1000 MB	Cetearyl Olivatate, Sorbitan Olivatate	Hallstar	5.00
	Cetiol C 5C	Coco-Caprylate/Caprate	BASF	4.00
	Cetiol J 600	Oleyl Erucate	BASF	1.00
	Lanette O MB	Cetearyl Alcohol	BASF	1.00
	Cetiol Ultimate	Undecane, Tridecane	BASF	1.00
C	JuvenEye CLR™	Bellis Perennis (Daisy) Flower Extract, Hieracium Pilosella (Hawkweed) Extract	CLR	3.00
	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
	Euxyl K 900	Benzyl Alcohol, Ethylhexylglycerin, Tocopherol	Ashland	0.80
	Perfume Sensual Beauty 408	Fragrance	IFF	0.22
	Puricolor Red ARE 33 FDA (0.4%)	Water, Acid Red 33	BASF	0.25
D	Maricol S	Soluble Collagen	CLR	5.00
E	NaOH (32%)	Water, Sodium Hydroxide		q.s.
F	Cameleon PTW	Titanium Dioxide, Red 30, Aluminum Hydroxide, Boron Nitride, Acrylates/Ammonium Methacrylate Copolymer, Cellulose Acetate, Propylene Glycol Stearate, Butylene Glycol Cocoate	Tagra	1.00

Operating Instructions: Mix A and heat up to 75–80°C. Mix B and heat up to 70–75°C. Add B to A and homogenize for a few minutes. Cool down to room temperature under gentle stirring. Below 30°C add C in this order and homogenize for a few minutes. Add D and adjust pH value to 6–6.5 with E. Add F with moderate stirring (anchor stirrer is recommended).

Directions for use: Take a pea-sized amount of the cream and tap into the skin under the eyes in the morning.

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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