

## CLR Formulation Concepts

# Come As You Are - All-in-One Clay Mask OW

This **All-in-One 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, luminous 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. **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.

**Directions for use:** Apply a generous amount in a covering layer on the cleansed skin of the face and let the mask work for 10-20 minutes. Rinse off with lukewarm water or remove with a washcloth. Apply the mask 2 to 3 times a week.



## Featured Products

### CutiFine CLR™ – The all-in-one skin refiner



CutiFine CLR™ refines skin texture and complexion with soft focus. Conspicuous skin pores are a great concern for consumers, especially for those who have oily and combination skin. As skin ages, skin pores become also more pronounced, making skin pores the latest anti-aging skincare goal for consumers and skincare brands alike.

Based on a synergistic combination of extracts of *Vaccaria segetalis* (Cowherb) and *Adansonia digitata* (Baobab) pulp, CutiFine CLR™ is an all-natural, safe and effective skincare active which goes to the core of the causes leading to conspicuous pores. It works on all important biological processes which lead to pore enlargement, but also reduces the color contrast of the pores with the surrounding skin, an until now largely overlooked but essential feature. CutiFine CLR™ constitutes an all-in-one approach to reduce the conspicuousness of pores.

**Dosage:** 3.0%  
**pH range:** <6.5

**INCI Name:**  
Water, Gypsophila Vaccaria Flower/  
Leaf/Stem Extract, Adansonia  
Digitata Pulp Extract  
**CHINA CosIng\*** Water, Vaccaria  
Segetalis Extract, Adansonia  
Digitata Pulp Extract

\* The INCI name Vaccaria Segetalis  
Extract should be the preferred  
option when CHINA compliance  
is needed.

**CutiFine CLR™** is stabilized  
with pentylene glycol and  
phenylpropanol.

## CLR Formulation

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Axol C 62 Pellets MB	Glyceryl Stearate Citrate	Evonik	3.50
	Cetiol C 5C	Coco-Caprylate/Caprates	BASF	3.00
	Miglyol 829 ECO	Caprylic/Capric/Succinic Triglyceride	IOI Oleo	3.00
	Lanette O MB	Cetearyl Alcohol	BASF	1.00
	CutiBiome CLR™	Octyldodecanol, Leptospermum Scoparium Branch/Leaf Oil, Piper Nigrum Seed Extract, Magnolia Officinalis Bark Extract	CLR	1.50
	Keltrol T Plus	Xanthan Gum	CP Kelco	0.50
	CutiGuard CLR™	Betaine Sucrose, Hydrolyzed Rhodophyceae Extract, Water	CLR	3.00
B	Deionized Water	Water		ad 100
	Zemea	Propanediol	Primient Covation LLC	5.00
	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	1.00
	COLOR CLAY VULCANUS	Kaolin	COLOR CLAY	10.00
	COLORCLAY IVORY	Kaolin	COLOR CLAY	10.00
C	Euxyl K 900	Benzyl Alcohol, Ethylhexylglycerin, Tocopherol	Ashland	0.80
	CutiFine CLR™	Water, Gypsophila Vaccaria Flower/Leaf/Stem Extract, Adansonia Digitata (Baobab) Pulp Extract	CLR	3.00
D	Citric Acid (50%)	Citric Acid, Water		q.s.
E	Perfume Clean Rosemary Natura	Fragrance	Duellberg	0.25

**Operating Instructions:** Heat up A and B to 78°C separately. Add A to B and stir. Homogenize for 3 minutes and cool down while stirring. Add C below 60°C and stir cold. Adjust pH value to 5.5-6.5 with D, add E as desired and homogenize for a short moment again.

#### Directions for use:

Apply a generous amount in a covering layer on the cleansed skin of the face and let the mask work for 10-20 minutes. Rinse off with lukewarm water or remove with a washcloth. Apply the mask 2 to 3 times a week.

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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