

## CLR Formulation Concepts

# Save My Day Velvet Touch Gel

Wearing a mask can be stressful for the skin as it is exposed to a humid climate beneath the mask. This can lead to redness, itching and pimples. A formulation which combines balancing aspects and hydration is a perfect step to protect your skin from external stress and inflammation and leaves the skin with a velvet feeling. **AnnonaSense CLR™** reduces sensitivity and itching as well as the production of key inflammatory mediators. It sustainably stabilizes a healthy homeostasis in skin, improving skin appearance and perception of well-being. **MultiMoist CLR™** leaves the skin with a moisturized, silky and matt feeling. **ProRenew Complex CLR™** is based on probiotic technology and effectively supports and protects the skin microbiota. The skin is purified, moisturized and strengthened for a silky soft touch and a healthy even complexion.



### Directions for use:

Apply on face, neck & décolleté generously. Gently massage into the skin.

## 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

### ProRenew Complex CLR™ – Postbiotic approach to skin renewal



Based on probiotic technology, ProRenew Complex CLR™ acts on essential features in the aging process of the skin, its ability to both successfully adapt to its constantly changing environment and effectively renew itself.

ProRenew Complex CLR™ positively influences the speed and quality of epidermal growth. Additionally, ProRenew Complex CLR™ has shown to effectively promote desquamation, the shedding of dead cells. It effectively supports and protects the skin microbiota.

**Dosage:** 3.0%

**pH range:** 4.0–7.0

**INCI Name:**

Lactococcus Ferment Lysate

## 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

### CLR Formulation

#### Save My Day Velvet Touch Gel

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		ad 100
B	Amaze XT	Dehydroxanthan Gum	Nouryon	1.00
C	Verstatil BOB	Benzyl Alcohol, Caprylyl Glycol, Benzoic Acid	Evonik	1.00
	ProRenew Complex CLR™	Lactococcus Ferment Lysate	CLR	3.00
	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	3.00
D	NaOH (32%)	Water, Sodium Hydroxide		0.29
E	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
F	Perfume Black Bamboo WS	Fragrance	VOEGELE	0.25

#### Operating Instructions:

Add B to A and stir until completely dispersed or homogenize with Ultra Turrax until uniform. Add C in the given order and adjust pH value to 5.5 with D. Add E and stir until homogeneous. Add F as desired.

#### Directions for use:

Apply on face, neck & décolleté generously. Gently massage into the skin.

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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