

## CLR Formulation Concepts

# Deep Calming Toner

As part of the daily routine a toner is the first leave-on step that hydrates and treats the skin after cleansing. This toner refreshes and soothes stressed skin, providing relief from skin irritations. It is non sticky and leaves the skin with a very silky and smooth skin feeling.

**AnnonaSense CLR™** provides skin with an innovative adaptogenic approach. Adaptogens stabilize physiological processes and promote homeostasis – a perfect balance.

AnnonaSense CLR™ reduces the production of key inflammatory mediators and sustainably stabilizes a healthy homeostasis in skin. It reduces sensitivity and itching. Skin appearance, well-being and quality of life are clearly improved.

### Directions for use:

Swipe it over your face with cotton pad or gently pat it into your skin with hands.



## Featured Products

### AnnonaSense CLR™ – Adaptogenic approach for skin health



#### Application

- soothing, calming, anti-stress

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 $\alpha$ /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.

# CLR Formulation

## Deep Calming Toner

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		ad 100
	Sepimax ZEN	Polyacrylate Crosspolymer-6	SEPPIC	0.50
B	Butylene Glycol	Butylene Glycol	Merck	3.00
	Euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	Ashland	0.80
	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
C	Perfume Tilia WS	Fragrance	Voegele	0.08

### Operating Instructions:

Add Sepimax to the water while stirring and stir for 10 minutes. Add B in this order and stir until uniform. Add C as desired.

### Directions for use:

Swipe it over your face with cotton pad or gently pat it into your skin with hands.

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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