

CLR Formulation Concepts

All-In-One Eye Firming Solution

This formulation will fight all skin problems around the eye. It nourishes the sensitive eye area, has a firming effect, reduces dark circles and counteracts signs of fatigue. This formula has a rich texture which will change to a light skin feeling while applying to the skin.

MPC™ effectively reduces the crow's feet. **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:

Roll on gently under the eye area before and after bedtime.



Featured Products

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. Both the color and the surface area of dark circles were reduced significantly.

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.

MPC™–Milk Peptide Complex – the regenerative cosmetic active



MPC™ reduces the visible signs of aging by reactivating skin cells and inducing the production of extracellular matrix molecules in the dermis, such as collagen Type I, hyaluronic acid and fibronectin. *In vivo* studies have shown that formulations with MPC™ make the skin firmer and improve its elasticity. MPC™ quickly and effectively reduces wrinkle depth and improves the structure of the skin.

MPC™–Milk Peptide Complex contains a complex of activated, natural signaling growth factors derived from milk, such as TGF-β.

Dosage: 0.5%

pH range: 6.0–7.0

INCI Name: Whey Protein

MPC™–Milk Peptide Complex is unpreserved.

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

AnnonaSense CLR™

is preserved with sodium dehydroacetate and phenylpropanol.

CLR Formulation

All-In-One Eye Firming Solution

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		add 100
	Pentylene Glycol	Pentylene Glycol	Cosnaderm	5.00
B	Sepimax ZEN	Polyacrylate Crosspolymer-6	SEPPIC	0.50
C	MPC™ - Milk Peptide Complex	Whey Protein	CLR	0.50
	JuvenEye CLR™	Bellis Perennis (Daisy) Flower Extract, Hieracium Pilosella (Hawkweed) Extract	CLR	5.00
	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
D	NaOH (32%)	Water, Sodium Hydroxide		q.s.

Operating Instructions:

Add B to premixed A while stirring. Add C and stir until homogeneous. Adjust pH value to 6.2–6.5 with D, if necessary.

Directions for use: Roll on gently under the eye area before and after bedtime.

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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