

## CLR Formulation Concepts

### HappyGlow Sparkling Body Mist

Make your world glitter with our HappyGlow Sparkling Body Mist. Everyone would like to have this special glow that makes your skin look healthy and youthful. To achieve this look, hydration and balance are a must. With this light body mist you can extend your usual daily routine with an extra boost of moisture and balance while adding a glamorous shimmer to your skin.

**MultiMoist CLR™** compensates for a lack of Vitamin D, promotes epidermal differentiation and provides the skin with a healthy level of hydration and smoothness. **AnnonaSense CLR™** supports the delicate skin in regaining its homeostatic balance, making skin less sensitive.

#### Directions for use:

Spray all over the parts of your body and enjoy a sparkling shimmer.



## 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 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.

### 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

#### MultiMoist CLR™

is unpreserved.

## CLR Formulation

### HappyGlow Sparkling Body Mist

II-14.385.03A

PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		add 100
	Avicel PC 611	Microcrystalline Cellulose, Cellulose Gum	DuPont	1.50
	Amaze XT	Dehydroxanthan Gum	Nouryon	0.20
	Perfume Moroccan Fig N32799	Fragrance	Carrubba	0.20
	Pentylene Glycol	Pentylene Glycol	Cosnaderm	5.00
	Zemea	Propanediol	Primient Covation LLC	5.00
B	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	3.00
	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
C	NaOH (32%)	Water, Sodium Hydroxide		q.s
D	Sachet Opal Lemon Green	Synthetic Fluorophlogopite, Titanium Dioxide, Silica, Tin Oxide, Yellow 5 Lake	Sandream Specialties	0.15
	Timica Silver Sparkle 5500	Mica, Titanium Dioxide	Sun Chemical	0.35

#### Operating Instructions:

Disperse Avicel PC 611, perfume oil & Amaze XT into water using high shear (e.g. rotor-stator mixer for 5 minutes). Add B and adjust pH value to 5.5 with C. Add D and stir until uniform (Anchor stirrer is recommended).

**Directions for use:** Spray all over the parts of your body and enjoy a sparkling shimmer.

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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