

## CLR Formulation Concepts

# Escape the City SOS Shot

The skin is exposed to many external stress factors throughout the day. Signs of fatigue and stress become visible in the form of redness or pale skin. The Escape the City SOS Shot instantly cares for stressed skin.

**AnnonaSense CLR™** sustainably stabilizes a homeostasis in the skin. Irritated skin is effectively soothed and balanced. The appearance of the skin is improved and the perception of well-being is increased. **MultiMoist CLR™** is a natural and smart moisturizer that provides the skin with quick and long-lasting moisture and creates a sustainable osmotic balance.

### Directions for use:

Take a few drops and 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 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.

### 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

## Escape the City SOS Shot

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		ad 100
	Rheocare XGN	Xanthan Gum	BASF	0.50
B	Glycerol 85%, vegetable Ph. Eur.	Glycerin	Gustav Heess	2.00
	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	3.00
	Microcare SB	Water, Sodium Benzoate, Potassium Sorbate	THOR	0.80
	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
C	Perfume Tilia WS	Fragrance	Voegele	0.08
	Puricolor Yellow AYE 23 (0.2%)/ Blue ABL9-X FDA (0.05%)	Water, Acid Yellow 23, Acid Blue 9,	BASF	0.13
D	NaOH (32%)	Water, Sodium Hydroxide		q.s.

### Operating Instructions:

Mix A and stir until uniform. Add B in this order and stir. Add C as desired. Adjust pH value to 5.5 with D.

**Directions for use:** Take a few drops and 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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