

## CLR Formulation Concepts

# Calming & Regenerating Serum

Growing industrialization, urbanization and stress have a significant impact on the skin of the modern consumer. Skin's purpose is to protect us, but all the influences it is exposed to, make it hard for skin to perform its job. This is something people see and feel. No wonder people are so concerned about the effects of air pollution to the skin. Skin needs support in many different ways. First and foremost, it needs help in upholding its protective capacity. On top of that, skin needs to be sufficiently moisturized and soothed and calmed.

This highly concentrated serum provides skin with the essential ingredients it needs. **Phytomatrix K100** helps by enabling to better deal with external stresses. **SyriCalm™ CLR (PC)** soothes, calms and supports skin in maintaining its quality as a physical barrier to our body. **DayMoist CLR™** makes sure the upper layers of the skin are moisturized, making skin smooth and soft.



**Directions for use:** Take a few drops and gently massage into the skin.

## Featured Products

### DayMoist CLR™ – 24-hour moisturization the natural way



DayMoist CLR™ potently and immediately increases the concentration of the natural moisturizing factors (NMF) in the upper layers of the skin, resulting in immediate and long-lasting moisturizing effects. These results were obtained by making use of Confocal Raman Microspectroscopy and analyzing skin capacitance. Additionally, DayMoist CLR™ has potent haircare properties (see the haircare section in this brochure).

DayMoist CLR™ is a complex of natural plant-derived active ingredients.

**Dosage:** 1.0–3.0%

**pH range:** 3.0–10.0

**INCI Name:**

Water, Hydrolyzed Corn Starch, Beta Vulgaris (Beet) Root Extract

**DayMoist CLR™**

is stabilized with plant-derived anisic acid.

#### Application

- moisturizing
- hair conditioning and protection

### Phytomatrix K 100 – Multiple pathway approach to skin aging



Phytomatrix K 100 exerts a potent influence against skin aging. It activates cellular repair processes, supporting the maintenance of cellular integrity and energy after UV irradiation. Both are important factors in counteracting photoaging.

Phytomatrix K 100 also has potent regenerative effects, such as stimulation of collagen synthesis. This results in improved skin firmness and smoothness and a reduction of wrinkle depth. Phytomatrix K 100 counteracts biological and UV-induced premature aging of the skin.

Phytomatrix K 100 contains proteins, glycoproteins and polysaccharides isolated from organic soybeans (GMO-free).

**Dosage:** 2.0–5.0%

**pH range:** 3.0–7.5

**INCI Name:**

Water, Glycerin, Glycine Soja (Soybean) Seed Extract

**Phytomatrix K 100**

is preserved with phenoxyethanol and potassium sorbate.

#### Application

- anti-wrinkle, firming, smoothing
- skin regeneration
- skin protection

## SyriCalm™ CLR (PC) – In defense of skin



SyriCalm™ is a natural product derived from *Poria cocos* and *Phragmites*. It effectively reduces inflammation and strongly supports skin in dealing with external stresses.

Additionally, SyriCalm™ is designed to give effective support where the skin is challenged by environmental stress, e.g. shaving, depilation or daily hygiene. It helps the skin recover its natural balance.

**Dosage:** 3.0%  
**pH range:** 3.0–8.0

**INCI Name:** Water, Phragmites Communis Extract, Poria Cocos Extract

Also available as **SyriCalm™ CLR**  
**INCI Name:** Water, Phragmites Karka Extract, Poria Cocos Extract

Both versions of **SyriCalm™** are preserved with sodium benzoate.

### Application

- soothing, calming, anti-stress
- barrier maintenance and repair

## CLR Formulation

### Calming & Regenerating Serum

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		add 100
	Tylose H 4070 NG4	Hydroxyethylcellulose	Shin-Etsu	0.30
	Zemea	Propanediol	DuPont Tate & Lyle	4.00
B	<b>Phytomatrix K100</b>	Water, Glycerin, Glycine Soja (Soybean) Protein	<b>CLR</b>	<b>5.00</b>
	<b>SyriCalm™ CLR (PC)</b>	Water, Phragmites Communis Extract, Poria Cocos Extract	<b>CLR</b>	<b>3.00</b>
	<b>DayMoist CLR™</b>	Water, Hydrolyzed Corn Starch, Beta Vulgaris (Beet) Root Extract	<b>CLR</b>	<b>1.00</b>
	Microcare SB	Water, Sodium Benzoate, Potassium Sorbate	THOR	0.80
C	NaOH (10%)	Water, Sodium Hydroxide		q.s.
D	Perfume Black Bamboo WS	Fragrance	Voegele	0.18

### Operating Instructions:

Mix A and stir until completely dispersed. Add B in this order and stir until uniform. Adjust pH value to 5 with C.

**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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