

## CLR Formulation Concepts

## Take Me to the Ocean Mist

This extremely light formulation is instantly absorbed by skin leaving a smooth and pleasant feel. It is specifically developed for skin which needs support to stay hydrated and provides skin with a holistic and effective answer to its most important needs in a stressful environment.

**MultiMoist CLR™** works from the 'top down' enabling the upper layers of skin to hold on to much needed water, for skin to maintain or re-obtain its barrier function and smoothness. **ProRenew Complex CLR™** works from the 'bottom up' and supports the biological mechanisms inside the skin which are responsible for its renewal processes. These are accelerated and improved, therefore skin becomes more robust. **AnnonaSense CLR™** reduces skin irritation and establishes a healthy homeostasis.

**Directions for use:**

Spray all over the face with closed eyes and massage gently.



## Featured Products

## ProRenew Complex CLR™ – Postbiotic support for skin and its microbiota



ProRenew Complex CLR™ acts on essential features in the aging process of the skin, its ability to successfully adapt to a constantly changing environment and to effectively renew itself.

ProRenew Complex CLR™ positively influences the speed and quality of epidermal growth. It has shown to effectively promote desquamation, the shedding of dead cells. ProRenew Complex CLR™ is beneficial for both the health of skin and the skin microbiota. It balances and protects the skin microbiota and supports it in dealing with day-to-day stress.

**Dosage:** 3.0%  
**pH range:** 4.0–7.0

**INCI Name:**  
Lactococcus Ferment Lysate

**ProRenew Complex CLR™**  
is preserved with sodium benzoate.

Also available as  
**ProRenew Complex CLR™ NP**,  
stabilized with phenylpropanol and  
levulinic acid/sodium levulinate.

## 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.

## 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 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

#### Take Me to the Ocean Mist

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		ad 100
	Keltrol T Plus	Xanthan Gum	CP Kelco	0.14
B	Zemea	Propanediol	Primient Covation LLC	3.00
	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	3.00
	ProRenew Complex CLR™	Lactococcus Ferment Lysate	CLR	3.00
	Dermosoft 1388 eco	Glycerin, Water, Sodium, Levulinate, Sodium Anisate	Evonik	3.00
	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
C	NaOH (10%)	Water, Sodium Hydroxide		q.s.
D	Perfume Cucumber & Peppermint WS	Fragrance	Voegelé	0.25
	Puricolor Blue ABL9-X FDA (0.2%)	Water, Acid Blue 9	BASF	0.04

#### Operating Instructions:

Mix A and stir until uniform. Add B in this order. Adjust pH value to 5.3–5.5 with C. Add D as desired and stir until homogeneous.

**Directions for use:** Spray all over the face with closed eyes and massage gently.

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

Chemisches Laboratorium Dr. Kurt Richter GmbH  
Sperenberger Straße 3 · 12277 Berlin · Germany  
Tel +49 30 851026-0 · Fax +49 30 851026-85  
info@clr-berlin.com · www.clr-berlin.com

