

## CLR Formulation Concepts

# Happy Planet Happy Me Shampoo Bar

Help to save the planet and use this solid form of a shampoo to reduce unnecessary packaging and use of water. It is space-saving and therefore an ideal companion for travelling. Two highly potent active ingredients work synergistically together for beautiful and healthy hair. **MultiMoist CLR™** and **Vitamin F forte** have strong hair moisturizing and conditioning abilities. Combability is increased, hair breakage, static flyaway and hair frizziness are significantly reduced. MultiMoist CLR™ also protects hair against color fading caused by repeated washing. **CutiBiome CLR™** supports the scalp microbiota to return to its normal healthy state, more effectively than Piroctone Olamine. It also outperforms this benchmark ingredient in reducing scalp oiliness, scalp sensitivity and itch. Follow up with our Happy planet, happy me conditioner bar.



**Directions for use:** Wet your hair. Stroke your shampoo bar over your hair a few times to lather it up, or rub the bar between your hands to create a lather. Gently massage it into the scalp and hair, as you would with a liquid shampoo. Rinse out. Leave the bar out to air dry, ready for its next use.

## Featured Products

### CutiBiome CLR™ – Calibrating the skin's ecosystem



CutiBiome CLR™ is a synergistic complex of lipophilic extracts from manuka, black pepper and magnolia. It provides essential support for the natural balance between skin and its microbiota in difficult situations, like acne and dandruff.

CutiBiome CLR™ was shown to reduce expression of 5 $\alpha$ -reductase and the production of inflammatory mediators. *In vivo* studies showed potent reduction of dandruff. CutiBiome CLR™ supports the scalp microbiota to return to its normal healthy state, more effectively than Piroctone Olamine. It also outperforms this benchmark ingredient in reducing scalp oiliness, scalp sensitivity and itch.

**Dosage:** 1.5–3.0%  
**pH range:** 4.0–7.0

**INCI Name:**  
Octyldodecanol, Leptospermum Scoparium Branch/Leaf Oil, Piper Nigrum Seed Extract, Magnolia Officinalis Bark Extract

### MultiMoist CLR™ – Multifunctional ingredient for natural hair care



MultiMoist CLR™ binds water in the cortex of hair, improving a variety of important hair qualities. It is a hair conditioner, improving its combability and handling. MultiMoist CLR™ also protects against color fading caused by repeated washing with shampoo. It dramatically reduces hair breakage from combing and MultiMoist CLR™ has a strong impact on static flyaway too. Hair frizziness is significantly reduced as well.

MultiMoist CLR™ consists of a powerful synergistic blend of fructooligosaccharides and beta vulgaris (beet) root extract.

**Dosage:** 1.0%  
**pH range:** 3.0–8.0

**INCI Name:**  
Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water

## Vitamin F forte – Essential fatty acids nourishing skin & hair



Vitamin F forte is a strong hair conditioner, improving hair combability, and has shown to protect against hair breakage. In addition it has many positive features for skin. Vitamin F forte contains natural polyunsaturated essential free fatty acids originating from safflower oil, with a particularly high content of linoleic acid.

**Dosage:** 0.5–3.0%  
**pH range:** 3.0–10.0

**INCI Name:**  
Linoleic Acid, Linolenic Acid

### CLR Formulation

#### Happy Planet Happy Me Shampoo Bar

V-11.135.01A

PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Sulfopon 1214 G	Sodium Lauryl Sulfate	BASF	50.00
	Lanette O MB	Cetearyl Alcohol	BASF	33.05
	Cegesoft HF 62	Hydrogenated Vegetable Oil	BASF	5.00
	Dehyquart Guar HP	Guar Hydroxypropyltrimonium Chloride	BASF	0.50
	Dehyton PK 45 MB	Cocamidopropyl Betaine	BASF	5.00
	Dermofeel Toco 70 non GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Evonik	0.15
	Dermosoft GMCY MB	Glyceryl Caprylate	Evonik	1.00
	Lactic Acid (80%)	Lactic Acid, Water		1.00
	CutiBiome CLR™	Octyldodecanol, Leptospermum Scoparium Branch/Leaf Oil, Piper Nigrum Seed Extract, Magnolia Officinalis Bark Extract	CLR	1.50
	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	1.00
B	Vitamin F forte	Linoleic Acid, Linolenic Acid	CLR	1.00
	Cloisonne Green 828C	Mica, Titanium Dioxide Chromium Oxide Greens	BASF	0.30
	Aromatic Mango Extract Blend N36009	Available on request	Carrubba	0.50

#### Operating Instructions:

Mix A and heat up to 85°C occasionally with stirring. Add B, homogenize for a short moment and fill into appropriate container.

#### Directions for use:

Wet your hair. Stroke your shampoo bar over your hair a few times to lather it up, or rub the bar between your hands to create a lather. Gently massage it into the scalp and hair, as you would with a liquid shampoo. Rinse out.

Leave the bar out to air dry, ready for its next use.

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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