

## CLR Formulation Concepts

# Keep My Balance Hand & Body Wash (sulfate-free)

As multifunctional product this formulation can be used either for the hands or the body. In times of more frequent hand washing and showering it is important to keep the stressed skin in balance. The Hand & Body Wash will leave the skin supple and delicate. **MultiMoist CLR™** maintains the osmotic balance of skin whereas **AnnonaSense CLR™** establishes a homeostatic balance, leaving skin less sensitive and comfortably soothed.

### Directions for use:

**For hands:** Dispense a single pump into damp hands, lather, then rinse thoroughly.

**For body:** Apply to wet skin. Massage gently and rinse.



## Featured Products

### AnnonaSense CLR™ – Adaptogenic approach for skin health



AnnonaSense CLR™ was designed to provide the skin with means to establish a sustainable homeostatic balance, improving skin health and well-being. The adaptogenic action of AnnonaSense CLR™ supports the endocannabinoid system (ECS) by activating the CB2 receptor. Inflammatory processes induced by the TRPV1 receptor, part of the skin's endovanilloid system (EVS) are strongly down regulated and a stable balance between the ECS and EVS is established. AnnonaSense CLR™ makes the skin less sensitive and more balanced, even itch could perceivably be reduced. Skin appearance becomes clearly better and a consumer study showed that perception of well-being and quality of life were improved.

AnnonaSense CLR™ is obtained from *Annona Cherimola*, common name Cherimoya, an edible fruit originating from South America.

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

**INCI Name:**  
Annona Cherimola Fruit Extract

### 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

**Keep My Balance Hand & Body Wash (sulfate-free)**

V-3.385.01A

PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		ad 100
	Rewoteric AM C	Sodium Cocoamphoacetate	Evonik	13.00
	Tego Remo 95 MB	Sorbitan Caprylate, Glycerol Oleate	Evonik	1.00
	Protelan LS 9011/SL	Sodium Lauroyl Sarcosinate	Zschimmer & Schwarz	10.00
	Tego Betain F 50	Cocamidopropyl Betaine	Evonik	11.00
	<b>MultiMoist CLR™</b>	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	<b>CLR</b>	<b>3.00</b>
	<b>AnnonaSense CLR™</b>	Annona Cherimola Fruit Extract	<b>CLR</b>	<b>3.00</b>
	Verstabil BL non GMO	Water, Sodium Levulinate, Sodium Benzoate	Evonik	1.50
B	Citric Acid (50%)	Citric Acid, Water		1.80
C	Perfume Black Bamboo WS	Fragrance	VOEGELE	0.25

**Operating Instructions:**

Mix A and adjust pH value with B. Add C as desired.

**Directions for use:**

**For hands:** Dispense a single pump into damp hands, lather, then rinse thoroughly.

**For body:** Apply to wet skin. Massage gently and rinse.

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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