

CLR Formulation Concepts

Powder Shampoo

This sustainable shampoo transforms from a soft powder to a moisturizing foam in the shower with the addition of just a few drops of water. It gently cleanses and leaves the hair easy to comb and shiny.

MultiMoist CLR™ deeply hydrates hair and improves overall hair condition and color retention. Hair breakage is reduced as well as static flyaway and hair fizziness, leaving hair perfectly conditioned all day long. **CutiBiome CLR™** potently reduces scalp oiliness and dandruff. It improves scalp health and balances the scalp microbiome.

Directions for use:

Mix the powder with water in your hands to create a foamy shampoo texture and wash your scalp & hair gently. Rinse out well.



Featured Products

CutiBiome CLR™ – Calibrating the scalp'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 5α-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

CutiBiome CLR™ is unpreserved.

MultiMoist CLR™ – 24-hour moisturization the natural way



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

MultiMoist CLR™

is unpreserved.

CLR Formulation

Powder Shampoo

V-40.135.01A

PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Structure XL	Hydroxypropyl Starch Phosphate	Nouryon	4.00
	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
	Nat. Green Tea N45211	Available on request	Carrubba	1.01
B	Pharmakaolin B860	Kaolin	HPF The Mineral Engineers	43.69
	Amisoft MS-11	Sodium Myristoyl Glutamate	Ajinomoto	20.00
	Amisoft LS-11	Sodium Lauroyl Glutamate	Ajinomoto	20.00
	Jaguar Soft	Guar Hydroxypropyltrimonium Chloride	Solvay	0.80
	Imercare 90P-Scrub	Perlite	Imerys	5.00
	Citric Acid Anhydrous	Citric Acid		3.00

Operating Instructions:

Mix A and stir well until homogeneous (mortar). Add B in this order and stir very gently to prevent dust. Fill into appropriate container.

Directions for use:

Mix the powder with water in your hands to create a foamy shampoo texture and wash your scalp & hair gently. Rinse out well.

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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