

CLR Formulation Concepts

Gentle Exfoliating Facial Cleanser

This gentle Gentle Exfoliating Facial Cleanser leaves skin deeply purified, relaxed and nourished. While the micro-beads gently eliminate dead skin cells and impurities, a smart combination of three highly effective active ingredients makes sure that the natural health of our skin and skin cells is safeguarded.

DayMoist CLR™ leaves the skin with a moisturized, silky and matt feeling. **AnnonaSense CLR™** reduces sensitivity and itching as well as the production of key inflammatory mediators. It sustainably stabilizes a healthy homeostasis in skin, improving skin appearance and perception of well-being. **ProRenew Complex CLR™** is based on probiotic technology and effectively supports and protects the skin microbiota. The skin is purified, moisturized and strengthened for a silky soft touch and a healthy even complexion.

Directions for use: Apply on the wet face, neck & décolleté. Avoid contact with area around the eyes. Massage thoroughly and rinse-off well. Use two to three times a week.



Featured Products

DayMoist CLR™ – 24-hour moisturization the natural way



Application

- moisturizing
- hair conditioning and protection

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.

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



Application

- skin regeneration
- barrier maintenance and repair
- skin protection

Based on probiotic technology, 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.

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 α /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 itchy is perceptibly reduced. Skin appearance is improved and the perception of well-being and quality of life is enhanced.

Dosage: 3.0%
pH range: > 5.2

INCI Name:
Annona Cherimola Fruit Extract

AnnonaSense CLR™
is preserved with sodium dehydroacetate and phenylpropanol.

Application

- soothing, calming, anti-stress

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

CLR Formulation

Gentle Exfoliating Facial Cleanser

V-5.148.01A

PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		add 100
	Amaze XT	Dehydroxanthan Gum	Nouryon	1.00
B	Ethanol (96%)	Alcohol	Berkel AHK	15.00
	Glycerin 86%	Glycerin, Water	Gustav Heess	5.00
	Plantacare 2000 UP	Decyl Glucoside	BASF	6.00
	Dehyton MC	Sodium Cocoamphoacetate	BASF	5.50
	DayMoist CLR™	Water, Hydrolyzed Corn Starch, Beta Vulgaris (Beet) Root Extract	CLR	1.00
	ProRenew Complex CLR™	Lactococcus Ferment Lysate	CLR	3.00
	Citric Acid (50%)	Citric Acid, Water		0.51
C	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
D	ImerScrub 400P Gold	Perlite	Imerys	2.00
E	Grapefruit Oil	Citrus Paradisi Peel Oil	Voegele	0.20

Operating Instructions: Mix A and stir until uniform. Add B in the given order with moderate stirring. Add C and stir until uniform. Slowly add D with moderate stirring. Add E as desired.

Directions for use: Apply on the wet face, neck & décolleté. Avoid contact with area around the eyes. Massage thoroughly and rinse-off well. Use two to three times a week.

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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