

## CLR Formulation Concepts

## Be My Superhero Cleansing Stick

This Cleansing Stick will be your superhero and deeply purify your skin. The solid and waterless stick format is a sustainable solution and a convenient option for on-the go because it is easy to use. While swiping the stick across the damp skin the cleansing process is activated. Only little water is needed to rinse off afterwards. **CutiBiome CLR™** noticeably reduces sebum, papules, pustules and comedones, providing a pure complexion. **MultiMoist CLR™** and **Vitamin F forte** establish a long-lasting osmotic balance in skin.

### Directions for use:

Twist the bottom of the container counter-clockwise until the product is revealed. Gently massage product over damp face in a circular motion. Wet your fingertips and lightly massage over face and neck to create a lather. Rinse off with lukewarm water.



## 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™ reduces the film forming activity and significantly inhibits the growth of virulent phylotypes of *Cutibacterium acnes*. *In vitro* and *in vivo* studies show that it strongly reduces inflammation involved in acne and dandruff. On people suffering from acne, the use of CutiBiome CLR™ leads to a dramatic and perceivable reduction of sebum production, comedones, pustules and pimples.

**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™ – 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

## Vitamin F forte – Essential fatty acids nourishing skin



Vitamin F forte nurtures, protects and acts as a skin conditioner. It is particularly suitable for the treatment of dry, stressed and sensitive skin, potently supporting the skin in rebuilding and maintaining its natural healthy structure and functionality. Vitamin F forte also has some great benefits for hair. 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

#### Be My Superhero Cleansing Stick

V-6.950.01A

PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Cegesoft HF 62	Hydrogenated Vegetable Oil	BASF	10.00
	Lamesoft PO 65 MB	Coco-Glucoside, Glycerol Oleate	BASF	2.00
	Cetiol SB 45	Butyrospermum Parkii (Shea) Butter	BASF	3.00
	Cetiol OE	Dicaprylyl Ether	BASF	3.00
	Lanette O MB	Cetearyl Alcohol	BASF	37.85
	Sulfoxon 1216 G MB	Sodium Coco-Sulfate	BASF	25.00
	Dehyton PK 45 MB	Cocamidopropyl Betaine	BASF	8.00
	Dermofeel Toco 70 non GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Evonik	0.15
	Dermosoft GMCY MB	Glycerol Caprylate	Evonik	1.00
B	Lactic Acid (80%)	Lactic Acid, Water		1.50
	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	3.00
	Vitamin F forte	Linoleic Acid, Linolenic Acid	CLR	1.00
C	CutiBiome CLR™	Octyldodecanol, Leptospermum Scoparium Branch/Leaf Oil, Piper Nigrum Seed Extract, Magnolia Officinalis Bark Extract	CLR	3.00
	Timica Soft Luster White 6500	Mica, Titanium Dioxide	BASF	1.00
	Aromatic White Peach Extract Blend N33008	Available on request	Carrubba	0.50

#### Operating Instructions:

Mix A and heat up to 85°C while stirring slowly until completely melted. Add B/C and homogenize for 1–2 minutes. Pour directly into an appropriate container and cool down immediately.

#### Directions for use:

Twist the bottom of the container counter-clockwise until the product is revealed. Gently massage product over damp face in a circular motion. Wet your fingertips and lightly massage over face and neck to create a lather. Rinse off with lukewarm water.

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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