

## CLR Formulation Concepts

# Anti-Irritation Bi-phase Treatment

The skin is exposed to external stress factors throughout the day. Signs of fatigue and stress become visible in the form of redness or pale skin. The Anti-Irritation Bi-Phase Serum helps the skin regain a fresh and relaxed complexion and leaves it with a super-matte skin feel.

While **DayMoist CLR™** deeply moisturizes the skin, **AnnonaSense CLR™** makes the skin more resistant and helps it to stay in balance, even itching is noticeably reduced. The appearance of the skin is improved and the perception of well-being and quality of life is increased.

**Directions for use:** Shake the bottle well. Take a pea-sized amount and apply it gently onto the affected skin.



## Featured Products

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



#### Application

- soothing, calming, anti-stress

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 $\alpha$ /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 itch is perceptibly reduced. Skin appearance is improved and the perception of well-being and quality of life is enhanced.

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

**Dosage:** 3.0%  
**pH range:** > 5.2

**INCI Name:**  
Annona Cherimola Fruit Extract

**AnnonaSense CLR™**  
is preserved with sodium dehydroacetate and phenylpropanol.

### 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.

## Anti-Irritation Bi-phase Treatment

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		ad 100
	Microcare SB	Water, Sodium Benzoate, Potassium Sorbate	THOR	1.00
	DayMoist CLR™	Water, Hydrolyzed Corn Starch, Beta Vulgaris (Beet) Root Extract	CLR	3.00
	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
	Perfume Black Bamboo WS	Fragrance	Voegele	0.10
	NaOH (32%)	Water, Sodium Hydroxide		q.s.
B	COLOR CLAY ROSA	Kaolin	COLOR CLAY	1.00
	Pharmakaolin B860	Kaolin	HPF The Mineral Engineers	4.00

**Operating Instructions:**

Mix A and adjust pH value to approx. 5.3–5.5. Add B and mix until uniform.

**Directions for use:**

Shake the bottle well. Take a pea-sized amount and apply it gently onto the affected skin. .

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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