

CLR Formulation Concepts

Ease Your Mind Serum

This light bi-phase serum is the perfect step in your morning routine after cleansing.

CutiGuard CLR™ protects the skin cells from the main three influences on skin aging: external stress, internal stress and time. It reduces wrinkles and improves skin color evenness. **AnnonaSense CLR™** reduces sensitivity and itching. It sustainably stabilizes a healthy homeostasis in skin, improving skin appearance and perception of well-being. **MultiMoist CLR™** leaves the skin with a moisturized, silky and matt feeling. The contained carrot oil provides skin with a pleasant glow.

Directions for use: Shake before use. Take a few drops of the serum and gently massage into the skin.



Featured Products

CutiGuard CLR™ – Your Personal Guard



Based on the extremophile red alga *Galdieria sulphuraria*, CutiGuard CLR™ constitutes a refined approach to the first signs of skin aging. It transfers the adaptivity and resilience of *Galdieria sulphuraria* to a highly effective, natural active ingredient that protects the skin in stressful environments.

Skin aging starts in the skin cells, which, during a lifetime, accumulate damage. Extrinsic and intrinsic factors add damage, leading to prolonged inflammation and cell senescence. CutiGuard CLR™ reduces the number of senescent cells and associated inflammatory and destructive mediators which lead to visible skin aging. It thus protects skin against premature aging. CutiGuard CLR™ also reduces wrinkles and significantly improves skin smoothness as well as the evenness of skin color – three crucial factors for a healthy and young appearance.

With its proactive and preventive approach, CutiGuard CLR™ is extremely suitable for modern aging consumers. It slows down the skin aging process and helps to avoid the development of the first signs of skin aging.

Dosage: 3.0%
pH range: 3.0–9.0

INCI Name:
Betaine, Sucrose, Hydrolyzed Rhodophyceae Extract, Water

CutiGuard CLR™ is unpreserved.

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

MultiMoist CLR™ is unpreserved.

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 itch is perceivably 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.

CLR Formulation

Ease Your Mind Serum

VIII-6.138.02A

PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		ad 100
	Trisodium Citrate Dihydrate	Sodium Citrate	Merck	0.26
	Microcare SB	Water, Sodium Benzoate, Potassium Sorbate	THOR	0.60
	Verdessence Xanthan	Xanthan Gum	BASF	0.20
B	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	3.00
	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
	CutiGuard CLR™	Betaine, Sucrose, Hydrolyzed Rhodophyceae Extract	CLR	3.00
	NaOH (10%)	Water, Sodium Hydroxide		0.12
C	Eutanol G	Octyldodecanol	BASF	8.00
	Cetiol LC	Coco-Caprylate/Caprate	BASF	4.00
	Cetiol C 5C	Coco-Caprylate/Caprate	BASF	12.00
	Aromatic Chammomile Herbs Extract Blend N28924	Available on request	Carrubba	0.25
	Carrot Oil CLR	Glycine Soja (Soybean) Oil, Daucus Carota Sativa (Carrot) Root Extract, Beta-Carotene, Tocopherol	CLR	0.05

Operating Instructions:

Mix A until uniform. Add B in this order to A and stir. Premix C and add to AB.

Directions for use:

Shake before use. Take a few drops of the serum and gently massage into the 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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