



Let's Play!

**Girls just wanna
have fun...**

... and boys too....

In uncertain times, many people feel overwhelmed. The level of **psychological stress** is extremely high and affects us mentally as well as physically.





In addition to insomnia, loss of appetite, tension, headache and stomach pain that are common symptoms, our **skin suffers**, too.

Irritation, redness and feelings of tension can be caused by stress and also have a negative impact on **mental well-being** - a vicious circle.



This makes it all the more important for consumers to be able to consciously switch off and have **fun**. Cosmetic products play a special role here.

Beauty rituals offer a holistic experience that contributes to **well-being**.

At the same time, products can bring a **fun factor** into the routine through their appearance and changing textures.

42.9%

of US beauty enthusiasts think it's fun to experiment and try new things in beauty*

In all of this, we must not forget that modern consumers are extremely **critical** and look very closely at what active ingredients their cosmetic products contain.

Research on the internet very often precedes the purchase decision.

87%

of US adults do at least some type of BPC ingredient research*

In addition, trends in the field of **AI** are leading to more analysis options and more opportunities to buy **personalized products** for individual needs.

But those who have their skin analyzed and buy products for their individual challenges also expect the products to **work**.

* Harris Williams, 2022

91.9%

of beauty enthusiasts in the US named product efficacy as their top product selection criteria*



This means that it is becoming increasingly important to use **highly effective** and **goal-oriented** active ingredients in order to meet **consumer expectations**.

The popularity of **Dr. Brands** and brands that position themselves scientifically shows that the trend is clearly moving in this direction.

87%

of female facial skincare shoppers in China think brands should invest more in enhancing product effects over advertizing*



Effectiveness must be proven by studies to create **trust**. This requires intensive scientific research.


To be successful, **proven efficacy** and a **fun factor** must come together in a cosmetic product.






At **CLR**, we launch products that **solve a problem** and **simply work**. They are **carefully sourced**, **safe** and **proven to be highly effective** to create **more value**.





**But who says that
being serious about efficacy
can't be fun?**





**We translate
product effectiveness
into inspiring concepts
and formulations**

...



**Join us
and...**



Rethink Beauty



Rethink conspicuous pores

Innovation:
acts on color contrast of
conspicuous pores

CutiFine CLR™

- Based on a combination of *Vaccaria segetalis* (cowherb) and the fruit pulp of *Adansonia digitata* (baobab)
- Acts on all processes which make pores larger and more noticeable
- Regulates the color of pores, letting them blend in with skin



Rethink skin irritation

Innovation:
combines upcycling &
neuroscience

AnnonaSense CLR™

- Based on the power of a superfruit
- Potentiates the skin's endocannabinoid system
- Goal-oriented adaptogenic approach for healthy skin & mind



Rethink aging

Innovation:
all-in-one approach
to wrinkles &
skin color evenness

CutiGuard CLR™

- Based on *galdieria sulphuraria*, an extremophilic red alga
- Protects skin cells from the three main influences of skin aging: external stress, internal stress and time
- Reduces wrinkles and improves skin color evenness



Rethink acne

Innovation:
supports and balances
the skin microbiota

CutiBiome CLR™

- Based on ancient wisdom and next generation skin microbiota research
- Acts on the core problems of skin dysbiosis
- Noticeably reduces sebum, papules, pustules and comedones



Rethink skin health

Innovation:
protects the skin microbiota

ProRenew Complex CLR™

- Postbiotic solution, sustainably produced, with convincing efficacy
- Improves skin quality and health
- Protects the skin's delicate ecosystem



Rethink the biogenetic codex

Innovation:

acts on the core
of skin aging

G+C Complex CLR™

- Reduces inflammaging by reducing internal inflammatory mediators
- Acts against UV-induced immunosuppression
- Activates and harmonizes the skin`s circadian clock genes



Rethink skin barrier

Hero Ingredient

Ceramide Complex CLR™ PE-F

- Plant-derived phospholipids and sphingolipids in lamellar structure
- Provides skin with support to regain and maintain its most important features





**When inspiration
meets effectiveness**

**discover
inspiring formulations**





**Cheer Me Up
Face Emulsion**

The **Cheer Me Up Face Emulsion** provides the skin with intensive moisture and skin regains its youthful vitality.

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 and smoothness.

ProRenew Complex CLR™ safeguards the skin's ecosystem and improves overall skin quality and health.

CutiBiome CLR™ noticeably reduces sebum, papules, pustules and comedones, providing a pure complexion.

An illustration of a woman with dark hair in a bun, wearing a purple headband and a blue t-shirt. She is applying a cream to her face with her right hand while holding a tube of product in her left. The background is purple with pink clouds, yellow stars, and pink hearts. A thought bubble above her head contains the product name.

Rescue Me

Pore Minimizing Essence

Say goodbye to conspicuous pores with our **Rescue Me Pore Minimizing Essence!** It gives the skin a radiant, glowing look and reduces visible pores and imperfections.

CutiFine CLR™ acts on all processes which make pores larger and more noticeable. It regulates the color of pores and refines skin texture and complexion with soft focus.

MultiMoist CLR™ compensates for a lack of vitamin D, promotes epidermal differentiation and provides the skin with a healthy level of hydration and smoothness.



Enjoy Your Day Gel Serum

The incredibly lightweight, oil-free **Enjoy Your Day Gel Serum** offers intense hydration while simultaneously fortifying the skin, visibly enhancing its elasticity and firmness. Furthermore, it boosts skin's moisture levels and overall condition. In no time, the complexion will appear more supple, serene and harmonized.

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ProRenew Complex CLR™ safeguards the skin's ecosystem and improves overall skin quality and health.



**I'm Fine
Ceramide Jelly
Moisturizer**

The lightweight **I'm Fine Ceramide Jelly Moisturizer** with a unique jelly texture beautifies the complexion and leaves skin plump and radiant! The moisturizer fortifies the skin's protective barrier, deeply hydrates the skin and enhances its elasticity.

Ceramide Complex CLR™ PE-F supplies skin with structural elements and supports the recovery and maintenance of the skin's healthy barrier function and water-holding capacity.

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MultiMoist CLR™ compensates for a lack of vitamin D, promotes epidermal differentiation and provides the skin with a healthy level of hydration and smoothness.



**Glad To Meet You
Flawless Primer**

Are you ready to unlock the secret of a flawless complexion? The **Glad To Meet You Flawless Primer** is the ultimate beauty hack for achieving a stunning, photo-ready finish. Imperfections fade away leaving you with a radiant finish.

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.

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**Comfort Me
Sunscreen Lotion**

Comfort Me Sunscreen Lotion is here to make every sunny day an absolute delight. Our advanced formula provides you with superior protection against harmful UV rays while pampering your skin with the care it deserves.

Phytosan™ K has regenerating effects and helps by enabling to better deal with external stresses.

G+C Complex CLR™ effectively activates anti-immunosuppressive processes on the cellular level and increases cellular repair mechanisms.

CutiFine CLR™ acts on all processes which make pores larger and more noticeable. It regulates the color of pores and refines skin texture and complexion with soft focus.



www.clr-berlin.com