

CLR Berlin Concepts

Let's get loud!



It's time for a new wave of better aging skincare.

When we talk about skin care for aging consumers, we are dealing with a completely different generation today. It is a generation that grew up with rock bands, which celebrated the sexual revolution and, even in old age, does not think about hiding and giving up their joie de vivre.

Consumers tend to go away from looking younger than their age with professional help, it is increasingly about looking the best way at any age. The acceptance of the signs of aging is rising and the change from anti-aging to well or better aging is just the beginning. “Well-aging” is the science of vital aging. It is the combination of physical, mental and spiritual health combined with lifelong personal growth. It gives us satisfaction, profound fulfillment and vitality into old age.

This new mentality challenges the anti-aging skin care market. Modern aging consumers are more interested in multifunctional products to keep skin moisturized and healthy, targeting their individual skin issues, and being increasingly skeptical about ‘fluffy’ marketing and claims, which promise miracles.

To create successful skincare products, you need actives with proven efficacy, clearly communicated benefits and with a focus on improving overall skin quality and appearance for a smarter way of aging.

Don't mind getting older – look the best way at any age with smart solutions from CLR.

To age well and make us feel comfortable our skin needs highly effective active ingredients that optimally support skin's functionality. At CLR, we focus on active ingredients that keep skin healthy and offer a wide range of solutions – from preventive to repairing approaches.



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
- Strongly acts against cell senescence
- Reduces wrinkles and improves skin color evenness



ProRenew Complex CLR™ NP

- Postbiotic solution, sustainably produced, with convincing efficacy
- Improves epidermal growth and skin quality
- Accelerates skin barrier recovery
- Protects the skin's delicate ecosystem



Belides™ ORG

- Obtained from organic daisy flowers
- Reduces skin pigmentation by influencing 5 different cellular pathways
- Lightens and evens skin tone
- Reduces visibility of age spots



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
- Actively supports the scalp microbiome to return to a healthy state

Let's get started

Discover a beauty routine providing highly effective solutions for age related skin issues in innovative formats bringing you joy and happiness.

Happy Face Powder Cleanser

Welcome to the cleansing revolution! Removing dirt and dead skin cells is an essential step to achieve smooth and healthy skin, but harsh cleansing products can compromise the skin's barrier functions. The **Happy Face Powder Cleanser** has been developed to cleanse skin in a gentle but highly effective way while protecting the skin's microbiota, its osmotic balance and youthful appearance.



The cleansing powder contains as few ingredients and as little water as possible and only contains the mildest surfactants. It gently cleanses, scrubs and nourishes the skin, while providing the smallest possible environmental footprint.

CutiBiome CLR™ noticeably reduces sebum, papules, pustules and comedones by microbiota regulation, providing a pure complexion. CutiGuard CLR™ protects the skin cells from the main three influences on skin aging. It reduces wrinkles and improves skin color evenness and smoothness. MultiMoist CLR™ creates a sustainable osmotic balance via vitamin D-like effects.



Radiant Skin Booster

When you get older, your skin changes constantly. The even skin tone becomes more irregular and the skin tone is more and more determined by pigment disorders such as age spots. The **Radiant Skin Booster** provides a smart combination of three highly effective active ingredients to visibly improve the appearance of your skin and give you a bright radiant and youthful look.

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. ProRenew Complex CLR™ works from the 'bottom up' and supports the biological mechanisms inside the skin which are responsible for its renewal processes. Belides™ ORG reduces pigmentation and the visibility of age spots. It provides skin with an even skin tone and a beautiful glow



. **Keep Smiling Eye Cream**

The eyes are often the first thing we notice in another person and are therefore incredibly important for a person's attractiveness. Small wrinkles, dryness, redness and swelling are common in this area and are difficult to hide. Unfortunately, as we get older, we wake up more often with swollen eyes and dark circles, which make us look tired and unhealthy.

JuvenEye CLR™ clearly reduces the visibility of dark circles and activates dermal draining for less puffy eyes. 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. ProRenew Complex CLR™ NP safeguards the skin's ecosystem and improves overall skin quality and health.



Rejuvenate Glow Balm

As we age our skin loses firmness, radiance and shows more lines and wrinkles. Skin dryness is also a common phenomenon. Solid formats are on trend because of their sustainability aspects but still often doubted for their efficacy. This easy-to-use **Rejuvenate Glow Balm** combines three highly effective active ingredients for intensive care.

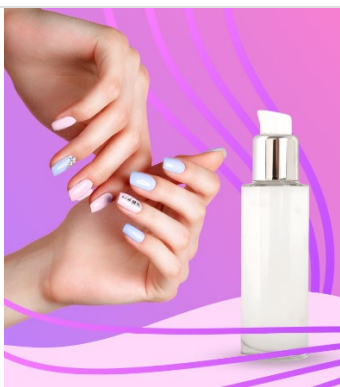
MultiMoist CLR™ maintains the osmotic balance of skin and leaves the skin deeply hydrated. CutiGuard CLR™ protects the skin cells from the main three influences on skin aging: external stress, internal stress and time. It reduces wrinkles and improves skin color evenness. ProRenew Complex CLR™ NP safeguards the skin's ecosystem and improves overall skin quality and health.



Good Night Sleeping Mask

Skin performs different jobs during day and night. Whereas during daytime the skin is more aligned to protect itself from the outside, it is in regeneration modus during night time. To effectively support the regeneration process, it is important to choose the right active ingredients.

G+C Complex CLR™ effectively activates anti-immunosuppressive processes on the cellular level and increases cellular repair mechanisms. ProRenew Complex CLR™ NP effectively protects and balances the skin microbiota and has been proven to support the skin in restoring its healthy barrier function more quickly. The skin is perfectly prepared for another busy day.



Take it easy All-in-One Hand Cream

Our hands are highly stressed day by day and often show all signs of dry skin. With age the skin of hands becomes thinner and even drier, also age spots can appear. This All-in-One Hand Cream makes it easy to provide aging or stressed hands with the optimal care.

ProRenew Complex CLR™ NP safeguards the skin's ecosystem and improves overall skin quality and health. MultiMoist CLR™ maintains the osmotic balance of skin and leaves the skin deeply hydrated. Vitamin F forte works as a skin conditioner and supplies the skin with essential ingredients for it to recreate its barrier function. Belides™ ORG provides a natural and highly effective way of skin lightening. It reduces pigmentation and the visibility of age spots.



Goodbye Dandruff Scalp Tonic

Scalp itchiness, oiliness and flakes from dandruff have a large impact on our well-being. This Scalp Tonic effectively fights dandruff, reduces irritation and hydrates in one simple step.

CLR combined next generation skin microbiota research with the power of nature to provide consumers with a sustainable and goal-oriented solution. CutiBiome CLR™ effectively soothes scalp and noticeably reduces itch for more comfort. It potently fights scalp oiliness and dandruff. MultiMoist CLR™ provides instant hydration.