

CLR Formulation Concepts

Root in Serenity Scalp Serum

This lightweight, leave-in scalp treatment is designed to support scalp hydration and barrier function, making it suitable for both pre-wash care and daily overnight application. The formulation promotes a balanced scalp environment, contributing to improved hair vitality and manageability.

MultiMoist CLR™ provides multiple important benefits for hair and scalp. It enhances moisture retention, helping to soothe dryness and maintain scalp health. **AnnonaSense CLR™** establishes a sustainable homeostasis in the skin, reduces stress and improves well-being. **ProRenew Complex CLR™** improves scalp health and balances the scalp microbiome.

Take a pea-sized amount and gently massage into the scalp.



Featured Products

MultiMoist CLR™ – The natural essence for gorgeous hair



MultiMoist CLR™ provides a holistic and natural solution for effortless hair care without compromises. It consists of a powerful synergistic blend of fructooligosaccharides and beta vulgaris (beet) root extract with multiple important benefits for hair and scalp. It shows convincing effects, in both leave-on and rinse-off formulations. MultiMoist CLR™ potently protects against the oxidative degradation of hair's keratins and lipids, even after just one application in shampoos.

It improves overall hair condition, shine, and suppleness. In addition, MultiMoist CLR™ strengthens hair and reduces frizz and static flyaway. Finally, it even protects against color fading caused by repeated washing with shampoo, making MultiMoist CLR™ a natural all-in-one solution for hair that shines, feels irresistibly soft, and is effortlessly manageable.

Dosage: 1.0%
pH range: 3.0–8.0

INCI Name:
Fructooligosaccharides, Beta Vulgaris
(Beet) Root Extract, Water

MultiMoist CLR™
is unpreserved.

AnnonaSense CLR™ – Decoding the skin-mind connection



As a neurocosmetic active ingredient, AnnonaSense CLR™ acts at the top of the hierarchy of the skin's immune system. As an agonist for the CB2 receptor it reduces TRPV1-induced and other inflammatory processes. AnnonaSense CLR™ has a strong influence on the entire skin-brain-endocrine feedback loop. It perceptibly improves the look and comfort of skin and it reduces psychological stress and improves quality of sleep. Consequentially, it reduces the production of cortisol inside the body and, lastly and making this loop complete, it acts against the negative effects of systemic cortisol on skin by improving skin health.

AnnonaSense CLR™ is a natural and upcycled ingredient. It 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.

ProRenew Complex CLR™ – Effective care for healthy scalp



ProRenew Complex CLR™ is a postbiotic ingredient based on Lactococcus lactis. Elaborate studies have shown that it has important benefits for both the health of the skin and the skin microbiome. Skin becomes less sensitive and more robust and the skin microbiome is supported strongly.

ProRenew Complex CLR™, even as part of shampoos, improves the condition of the scalp and makes it less oily. It additionally leads to perceivable reduction of the sensitivity of the scalp, makes scalp tangibly healthier and reduces attributes related to dryness of the scalp. ProRenew Complex CLR™ provides important support for the skin and the scalp, even from rinse-off formulations.

Dosage: 3.0%
pH range: 4.0–7.0

INCI Name:
Lactococcus Ferment Lysate

ProRenew Complex CLR™ is preserved with sodium benzoate.

Also available as
ProRenew Complex CLR™ NP, stabilized with phenylpropanol and levulinic acid/sodium levulinate.

CLR Formulation

Root in Serenity Scalp Serum II-69.385.01

PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water	N.A.	ad 100
	Keltrol CG-T V [E]	Xanthan Gum	CP Kelco	0.17
	A-Leen 5	Pentylene Glycol	Minasolve	4.00
B	Sophance LA-A	Glycolipids, Sodium Lactate	Evonik	2.00
	Rheance One	Glycolipids	Evonik	4.00
	Dermosoft 1388 eco	Glycerin, Water, Sodium Levulinate, Sodium Anisate	Evonik	1.50
	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	1.00
	ProRenew Complex CLR™	Lactococcus Ferment Lysate	CLR	3.00
	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
C	NaOH (10%)	Water, Sodium Hydroxide	N.A.	0.10

Operating Instructions:
Mix A and stir until uniform. Add B to A in this order, one after another and stir. Adjust pH value to 5.4, if necessary.

Directions for use:
Take a pea-sized amount and gently massage into the scalp.

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.

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