

MultiMoist CLR™

The natural essence for gorgeous hair



MultiMoist CLR™

in vivo	ex vivo	in vitro
☑ skin	☑ 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.

Hair benefits

- Powerful synergistic blend of *fructooligosaccharides* and *beta vulgaris (beet) root extract*
- Potently protects against the oxidative degradation of hair's keratins and lipids, even after just one application in shampoos
- Improves overall hair condition, shine, and suppleness in rinse-off and leave-on formulations
- Strengthens hair and reduces frizz and static flyaway
- Protects against color fading caused by repeated washing with shampoo
- NATRUE-certified
- COSMOS approved

Applications

- Moisturizing
- Hair conditioning and protection

Marketing opportunities*

- Provides a natural solution without compromises on performance for healthy, radiant hair
- Boosts shine and softness in both rinse-off and leave-on formulations, for hair that looks as good as it feels
- Delivers a holistic approach to hair care, ensuring deep hydration, protection, and shine
- Tames frizz and static flyaway for effortlessly polished styles

*This list is for illustrative purposes only.
Make sure to comply with relevant legislation.

MultiMoist CLR™ – Selected efficacy studies – *ex vivo*

Shine

Natural gray hair, N=3. The hair tresses were treated with MultiMoist CLR™ (1%) from a rinse-off treatment. The evaluation of the product effect was carried out by three experts under standardized climatic and lighting conditions with artificial daylight. The smooth combed hair swatches were clamped on rollers with a defined diameter. Hair gloss as direct (white) reflection and luminosity (color intensity). The tresses which were treated with 1% MultiMoist CLR™ were clearly preferred by the expert graders (Fig. 1).

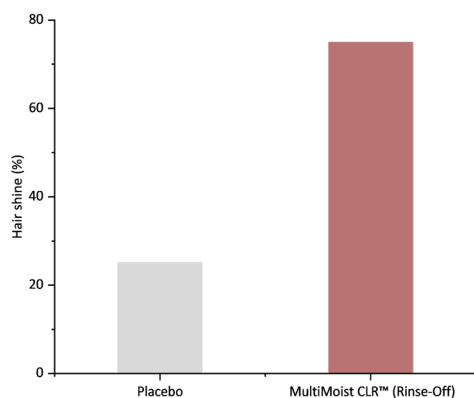


Fig. 1: Improvement in hair shine after application of a rinse-off formulation containing 1% MultiMoist CLR™.

Hair suppleness

Natural gray hair, N=7, Universal Test Machine (Zwicki Z0.5 TN, Zwick, Ulm, Germany). Hair's suppleness was perceived by a trained technician on wet hair right after the application of the rinse-off treatment. A clear improvement of the suppleness of hair was observed after the application of MultiMoist CLR™ (1%) from a rinse-off treatment. MultiMoist CLR™ improved suppleness up to 8% compared to placebo treatment (Fig. 2).

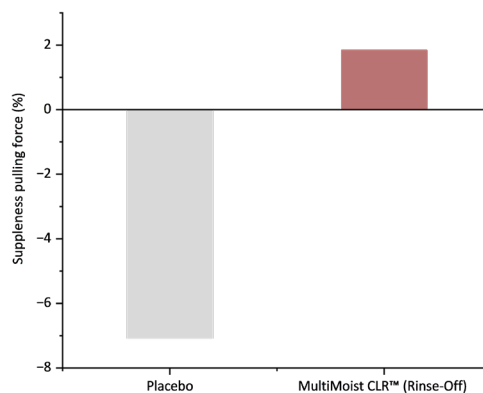


Fig. 2: Improvement in hair suppleness after application of a rinse-off formulation containing 1% MultiMoist CLR™.

Frizz reduction

Natural frizzy human hair, N=8. Measurements then took place with a CCD black and white camera and a special device for turning the hair tresses at defined steps. Images were processed by image analysis. Over a period of 48 hours after the product application, a clear decrease of hair frizz up to 46% was detected for the tresses treated with MultiMoist CLR™ (1%) applied as a leave-on-product (Fig. 3).

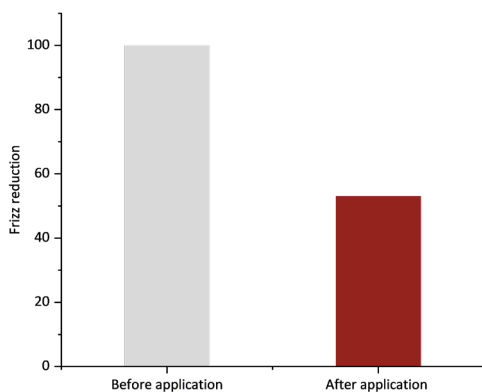


Fig. 3: Reduction of hair frizz after application of a leave-on product containing 1% MultiMoist CLR™.

Hair breakage

Bleached hair, N=10. 4,500 combings by an automatic combing machine. The images showing the broken hairs were processed by image analysis. The pixels representing broken hair were calculated by tress and treatment. A significant reduction of hair breakage (up to 80%) was detected for the tresses treated with a leave-on formulation containing 1% MultiMoist CLR™ compared to the placebo-treated tresses (Fig. 4). The application of MultiMoist CLR™ made hair six times more resistant to hair breakage.

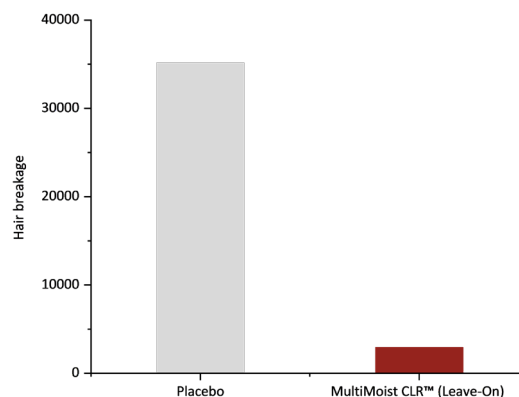


Fig. 4: Reduction of hair breakage after application of a leave-on treatment containing 1% MultiMoist CLR™.

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