



AnnonaSense CLR -

Creation of real consumer value with a sustainable adaptogen

Consumers concerns





their impact on
the environment



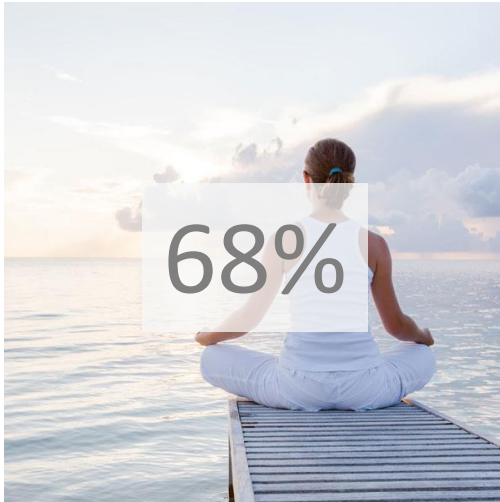
the impact of the
environment on
them



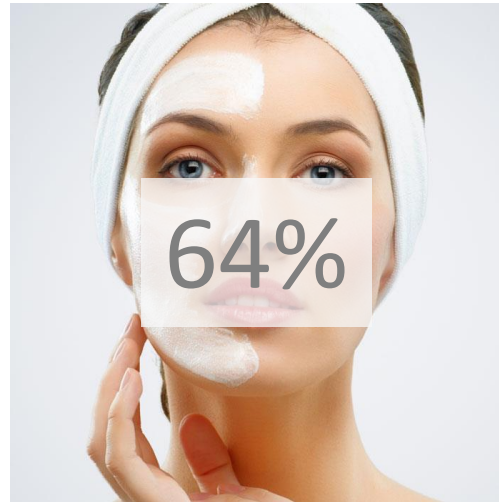
the impact of
stress on mind
and body

Top influences on behavior of the beauty consumer





product impact
on health & well-
being



the product is
tailored to
personal needs



trust

What drives the consumer?





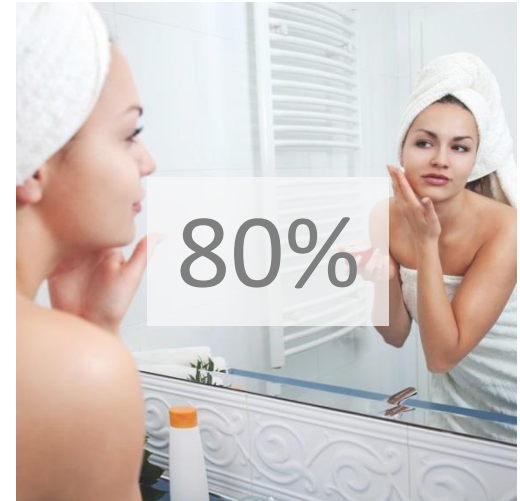
68%

believe that the use of cosmetics is important for how they are perceived by others



70%

use cosmetic products to improve their quality of life



80%

use cosmetic products to improve self-esteem

But the consumer has a problem...





prevalence of
common skin
ailments is
increasing



consumers
describe their
skin based on
negative
perceptions



approx. 50% of
people perceive
their skin to be
sensitive

CLR developed a goal-oriented
solution for increased skin health
and well-being



AnnonaSense CLR

Developed for

- improved skin health
- increased well-being



AnnonaSense CLR

Ticks all the boxes

- Improves health & well-being
- Allows for goal-oriented products tailored to personal needs
- Proven efficacy
- Sourced from an edible superfruit
- Gains consumer trust
- Matches the sub zero waste & upcycling trend
- Adaptogenic approach to obtain a sustainable homeostatic balance



Annona cherimola: superfruit of the Incas

Common name: Cherimoya

Originates from: Andean valleys of Ecuador, Peru, Colombia and Bolivia.

Cultivated worldwide for consumption of fruit and used in traditional medicine and for its juice.



At the core of a sustainable future:
waste valorization



Sustainability in waste valorization



The extreme growth in waste generation is one of the key challenges of today's world.

Waste valorization: a process of changing residues into products, not waste.

Within the scope of our ISO 14001-certification, CLR has recognized the tremendous potential of waste valorization.

Annona cherimola: upcycling & sub zero waste

In Spain the cherimoya fruit is used to produce juice.



The remaining pulp is a waste product of the juice production.



CLR upcycles the pulp and creates a highly effective adaptogenic cosmetic active ingredient: AnnonaSense CLR.



What is an adaptogen?



Adaptability is key

An adaptogen helps skin to better adapt to challenges and keep skin in a homeostatic balance.

Only when skin is in homeostasis it is healthy.

Healthy skin leads to well-being.



Well-being

The power of emotions



The importance of well-being



In France 80% of women aged 55+ agree that feeling comfortable is more important than looking perfect*

Mind – Body Connection

Modern consumers seek cosmetic products that ensure a balance between mental and physical health.

A 360° approach.



Mind – Body Connection

Adaptogens stabilize physiological processes and promote homeostasis for a perfect balance in skin.

Balanced skin looks and feels good.

Well-being is improved.



Make the consumer feel better

CLR's consumer study:

AnnonaSense CLR
improves well-being and
quality of life.



AnnonaSense CLR

- Adaptogenic activity on the skin's ECS/EVS system
- Strongly activates the CB2 receptor
- Reduces production of key inflammatory mediators CGRP, IL-1 β , IL-8 and IL-6
- Reduces expression of IL-31RA
- Reduces sensitivity and itching and improves skin appearance
- Improves well-being and quality of life

- Cosmos-approved
- Patent pending



Discover at

<https://www.clr-berlin.com/products/annonasense-clr/>





for fine cosmetics since 1926