



# AnnonaSense CLR™

Adaptogenic approach  
for skin health and well-being



## AnnonaSense CLR™ – for skin health and well-being

AnnonaSense CLR™ provides the skin with means to establish a sustainable homeostatic balance, improving skin health and well-being. The potent adaptogenic action of AnnonaSense CLR™ supports the skin's endocannabinoid system by activating the CB2 receptor. Through this action, it reduces inflammatory processes induced by TRPV1. Histamine-, as well as TNF $\alpha$ /Substance P-induced stress is down-regulated and the expression of a vital detrimental receptor in skin, IL-31RA, is decreased. AnnonaSense CLR™ makes the skin less sensitive and more balanced, even itch is perceivably reduced. Skin appearance is improved and the perception of well-being and quality of life is enhanced.

AnnonaSense CLR™ is obtained from *Annona Cherimola*, common name Cherimoya, an edible fruit originating from South America.

in vivo	ex vivo	in vitro
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Dosage:** 3.0%  
**pH range:** > 5.2

**INCI Name:**  
Annona Cherimola Fruit Extract

AnnonaSense CLR™  
find formulations,  
certificates, award:



### Skin benefits

- Sustainably stabilizes a healthy homeostasis in skin
- Reduces TRPV1-induced inflammation through activation of cannabinoid receptor type-2
- Histamine- and TNF $\alpha$ /Substance P-induced stress are down-regulated
- Expression of the IL-31 receptor (IL-31RA) is decreased
- Reduces sensitivity and itching and improves skin appearance
- Enhances well-being and quality of life
- COSMOS approved

### Applications

- Soothing, Calming, Anti-Stress

### Marketing opportunities \*

- Adaptogenic properties to relieve stress and rebalance skin
- Expands the body's natural capacity to handle stress
- Establishes a healthy homeostasis in the skin
- Reduces skin sensitivity and enhances the appearance of healthy skin

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

# AnnonaSense CLR™ – Selected efficacy studies

## In vivo assays (human volunteers)

### Skin sensitivity

One application of test product on 17 (for 250 Hz) and 18 (for 5 Hz) volunteers (including 5 with atopic dermatitis, 3 with type IV allergy, 6 with sensitive skin, 1 with diabetes type II).

The 250 Hz experiment showed that the formulation with AnnonaSense CLR™ outperformed the corresponding placebo formulation by more than 35%. The 5 Hz experiment showed even clearer results: the formulation with AnnonaSense CLR™ performed more than 60% better than the placebo formulation (Fig. 1).

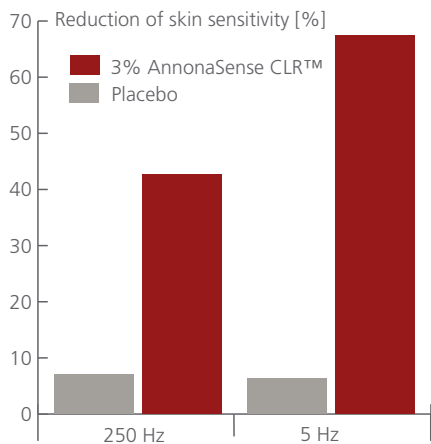


Fig. 1: Assessment of skin sensitivity

### Skin appearance

In a double-blind test, 22 volunteers tested a formulation with AnnonaSense CLR™ and 20 tested a placebo formulation. Redness was scored at t=0 and after 17 days of twice daily application of test products. Baseline at t=0 is set at 0%.

Where the placebo formulation reduced skin redness by 25%, the corresponding formulation containing AnnonaSense CLR™ clearly outperformed the placebo formulation, by reducing redness by more than 36% (Fig. 3).

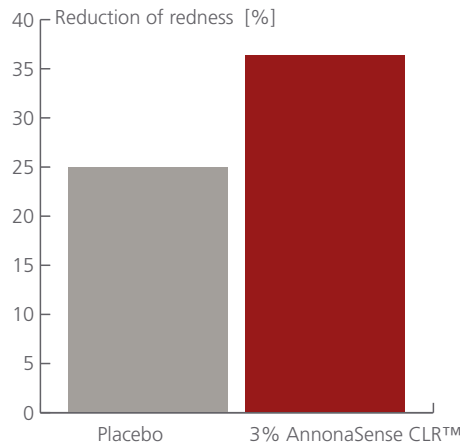


Fig. 3: Assessment of skin appearance

### Skin discomfort

One application of test product after occurrence of itch. Blinded, 22 volunteers tested formulation with AnnonaSense CLR™, 20 tested placebo formulation. Itching was scored at t=0, 1 min, 5 min and 24 hrs. Baseline at t=0 is set at 0%.

Where the effects of the formulation containing AnnonaSense CLR™ were better than corresponding placebo after 1 and 5 minutes after applying the products, the effect after 24 hours was clearly larger than that of placebo (Fig. 2).

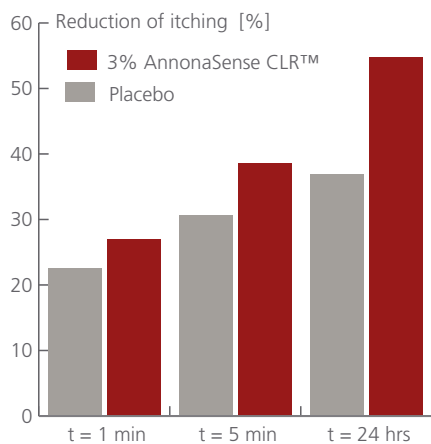


Fig. 2: Assessment of skin discomfort

### Perception of skin health and well-being

Volunteers (n=22) who applied AnnonaSense CLR™ (3% in an aqueous gel) were given a questionnaire after 17 days of twice daily application.

After 17 days of daily use of the product the consumers found that both the intensity and the frequency of itching were reduced by no less than almost 73%. A total of 54.5% of the users confirmed that the feeling of tension in their skin was perceivably reduced. The same number of users reported that the quality of their life was improved, and almost 64% of test persons stated that using this product had improved their well-being after only 17 days (Fig. 4).

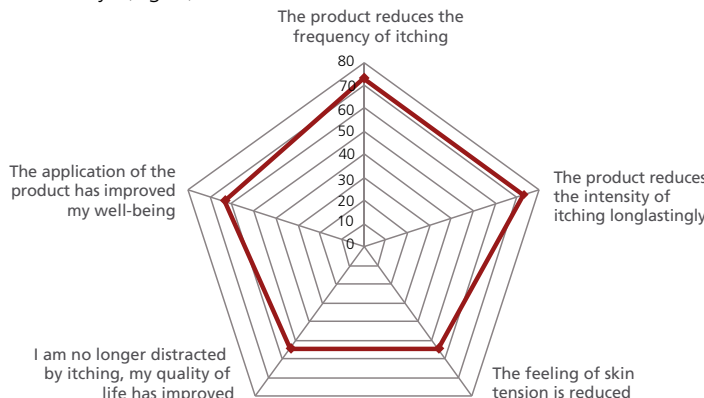


Fig. 4: Questionnaire: Perception of skin feeling

### CLR

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