

# Illuminating Oil Cleanser



A pillar of Emma Lewisham’s formulation philosophy is the belief that every time the skin is touched, is an opportunity to leave it in better condition than it was found – and this begins with the foundation of any skincare routine, cleansing. Often, cleansers can strip the skin, depleting it of important moisture and oils. Emma Lewisham’s Illuminating Oil Cleanser has been formulated to perfect the balance of lipid and surfactant components to create a luxurious formulation that delivers highly effective cleansing while preserving the skin’s essential moisture and lipids. Embracing the latest in scientific innovations, this natural oil-to-milk formulation provides a dual-phase cleanse in one, combining the benefits of a double cleansing method into a single, high-performing product. Formulated to both deeply cleanse and nourish the skin, the Illuminating Oil Cleanser has been designed to serve as a springboard for the rest of your skincare regime.

# Formulation Design & Delivery

## Physiology Synchrony Unlock Method™

This formulation has been engineered in line with the Emma Lewisham P/S Unlock Method™ of product design. This method is anchored on the skin's physiology, piecing together novel combinations of up to 25 scientifically researched ingredients to work in symphony and trigger a coordinated response from the skin. This synchronous activity is designed to deliver formulations that both enhance the skin's condition and amplify its response to achieve leading results.

## Why did we develop this product?

Emma Lewisham's Illuminating Oil Cleanser was formulated to challenge conventional face cleansers and offer an exceptional dual-phase cleansing experience. Embracing the power of oil as a potent cleansing tool, the principle of "like dissolves like" enables this cleanser to effectively dissolve makeup, impurities, and excess oil from the skin's surface without drying or causing

irritation, while nourishing oils hydrate the skin and strengthen the skin barrier<sup>1</sup>.

With cleansing being the foundational step of any skincare routine, the Illuminating Oil Cleanser was formulated to serve as a springboard for the rest of the skincare regime. Traditional cleansers commonly strip the skin of essential moisture and lipids which can, in turn, compromise the skin's barrier<sup>2</sup>. In addition, this results in subsequent products needing to work harder to restore balance to the skin before providing improvements. In comparison, the Illuminating Oil Cleanser both deeply cleanses and nourishes the skin to ensure that benefits of subsequent products can be realised without first having to restore the skin's condition.

## Ingredient summary

The formulation design contains a sophisticated blend of carefully selected ingredients that work in harmony to deliver a deep action cleanse without compromising the skin's natural balance. Its specialised botanical cleansing

complex is enriched with a harmonious blend of phyto-lipids and emulsifiers, including Vitamin E, rich Organic Chia, Rosehip, Macadamia, and Neroli Absolute. These ingredients, along with the formulation's balanced lipid profile work in synchrony to effectively remove congestion and impurities while preserving essential skin conditioning lipids. Its conditioning and protecting complex harnesses phytonutrients and fatty acids to smooth the appearance of the skin and provide hydration, while Camelia oil is combined with other phytonutrient rich sources of polyphenols to impart a dewy, fresh complexion. For illumination and clarity, flower enzymes provide a gentle form of enzymatic exfoliation, removing dead skin cells from the surface of the skin that can lead to dullness and congestion. In addition, this formulation contains strong antioxidant activity to help protect the skin's surface from oxidative damage caused by free radicals and environmental aggressors such as UV rays and pollution.

### **How to use this product?**

Applying the Illuminating Oil Cleanser onto dry skin and massaging thoroughly before adding water is essential to maximising its efficacy. By starting with dry skin, the nourishing phytolipids are able to dissolve and lift oils, makeup, and impurities more effectively, allowing for a deeper cleansing experience and ensuring that all traces of makeup and debris are gently lifted from the skin's surface.

Following this, applying water to the cleanser once it is already on the skin activates the surfactants in the formulation. These surfactants act as a bridge between the water and oil, creating a milky emulsion that effortlessly carries away the cleanser, along with all impurities. This dual-phase cleansing action not only ensures a thorough cleanse but also leaves the skin feeling nourished, hydrated and soothed. In addition, while a single cleanse is sufficient, these nourishing and hydrating qualities ensure that this formulation is gentle enough for a second cleanse, if desired.

# Formulation Validation

To validate this formulation's antioxidant action at a cellular level, independent *in vitro* testing was performed, investigating the antioxidant activity on the macrophage cells.

---

Impact Investigated	Methodology Summary	Results
Antioxidant activity	Independent <i>in vitro</i> test (2021) investigating the antioxidant activity on macrophage cells.	68% inhibition of superoxides

---

# Illuminating Oil Cleanser Summary

The Illuminating Oil Cleanser provides a powerful dual-phase cleansing experience that deeply cleanses the skin, dissolving makeup and impurities while deeply nourishing and conditioning the skin. It's oil-to-milk formulation effectively cleanses while elevating the skin's condition to provide a springboard for the benefits of subsequent products without having to first restore and rebalance the skin's natural moisture content.

## References

- 1 Ananthapadmanabhan KP, Moore DJ, Subramanyan K, Misra M, Meyer F. Cleansing without compromise: the impact of cleansers on the skin barrier and the technology of mild cleansing. *Dermatol Ther.* 2004;17 Suppl 1:16-25. doi:10.1111/j.1396-0296.2004.04s1002.x.PMID:14728695.
- 2 Minehiro Okuda, Takashi Yoshiike, Hideoki Ogawa, Detergent-induced epidermal barrier dysfunction and its prevention, *Journal of Dermatological Science*, Volume 30, Issue 3, 2002, Pages 173-179, ISSN 0923-1811, [https://doi.org/10.1016/S0923-1811\(02\)00106-8](https://doi.org/10.1016/S0923-1811(02)00106-8).

All Emma Lewisham products are formulated according to Regulation (EC) N° 1223/2009 which is the main European regulatory framework to strengthen the safety of finished cosmetic products. Emma Lewisham products have been independently reviewed by an expert safety assessor according to these regulations and issued a safety certificate. As part of this review, they have confirmed there are no groups of people, such as pregnant or breastfeeding women, for which Emma Lewisham products would be unsafe.

emmalewisham.com  
Auckland, New Zealand  
hello@emmalewisham.com