

AspireLIFE's Gentle Foaming Cleanser

Purpose

The main purpose of a cleanser is to clean off make-up, debris, and excess oil that the skin accumulates during the day. That's it. AspireLIFE's Gentle Foaming Cleanser works by safely breaking down oil and dirt into smaller particles that are rinsed off during the cleansing process.

Most cleansers are harsh and potentially damaging to the skin. They are made from vegetable oil or animal fat and lye. AspireLIFE's Gentle Foaming Cleanser is extremely gentle while still being an effective cleanser. It utilizes natural cleansers that are derived from the Mukurossi Tree, *Sapindus Mukurossi Peel Extract*, and from a plant, *Sodium Methyl Cocoyl Taurate*, that are high performance cleansers, non-irritating, and are excellent for sensitive skin. Amino acids and a brown algae extract provides substantivity and excellent moisturization which leaves the skin feeling fresh, moist, and healthy, and not dry, after washing.

The Gentle Foaming Cleanser also includes trace amounts of active ingredients that we use in our other products which provides a wide range of skin care benefits and functionalities:

Product Concept

Here are the main themes of the **product's concept**:

1. Cleanses the skin gently
2. Effective in removing debris and excess oil accumulation on the skin
3. Gentle enough for the eyes
4. Cleansing ingredients are not harsh chemical or surfactants
5. Instead, actives are naturally derived, botanical, herbal, and floral.
6. Moisturizers hydrate skin and leave it feeling moist and healthy after washing
7. Superb Skin-Feel, which is light, non-oily, and smooth

Actives

In order to achieve these benefits and functionalities, we use the following ingredients:

Vitamin C	Squalane
Vitamin E	Sodium Hyaluronate
Amino Acids	Licorice Extract
Rosemary Extract	Apple Extract
Plankton Extract	Lentil Extract
Algae Extract	Watermelon Rind Extract
Mugwort Extract	Sea Salt
Wakame Extract	Sodium Methyl Cocoyl Taurate
Aqua Chlorella Vulgaris Extract	Algin Maris Sal
Sapindus Mukurossi Peel Extract	

How Product Works

We provide a brief synopsis below of how the main ingredients in our Gentle Foaming Cleanser work.

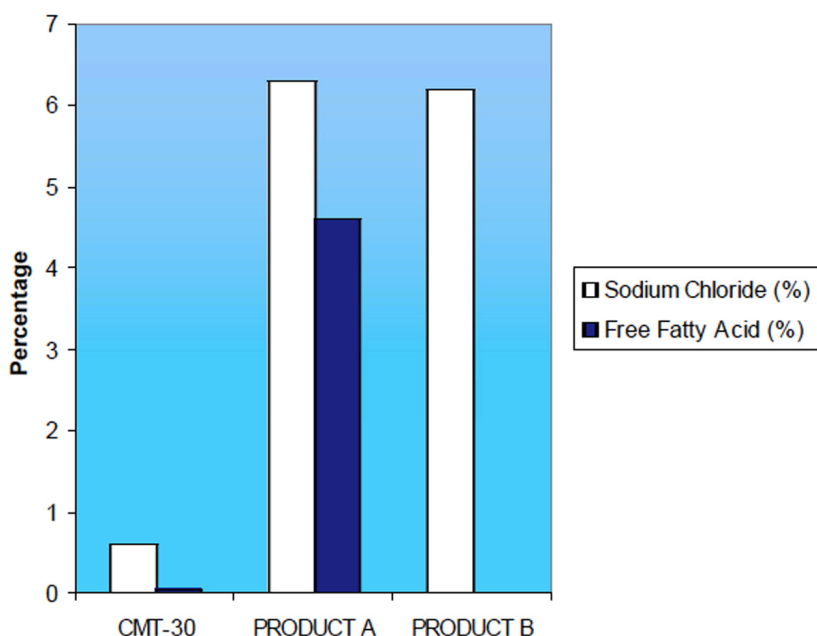
Sodium Methyl Cocoyl Taurate

- Mild cleanser with excellent foaming properties
- Very stable in low pH levels and at high temperatures systems
- Plant-derived
- Great for sensitive skin (does not strip natural lipids from the skin)
- High performance grade (low salt and fatty acid content)
- Reduces seborrhea
- Protects against damage to hair cuticles

Sodium Methyl Cocoyl Taurate is a mild cleansing surfactant that was tested and shown to have excellent cleansing properties while not stripping the lipids from the skin. This cleansing ingredient was also tested and shown to have the least effect on cell turnover (compared to other surfactants), making it an ideal product for use in sensitive skin products.

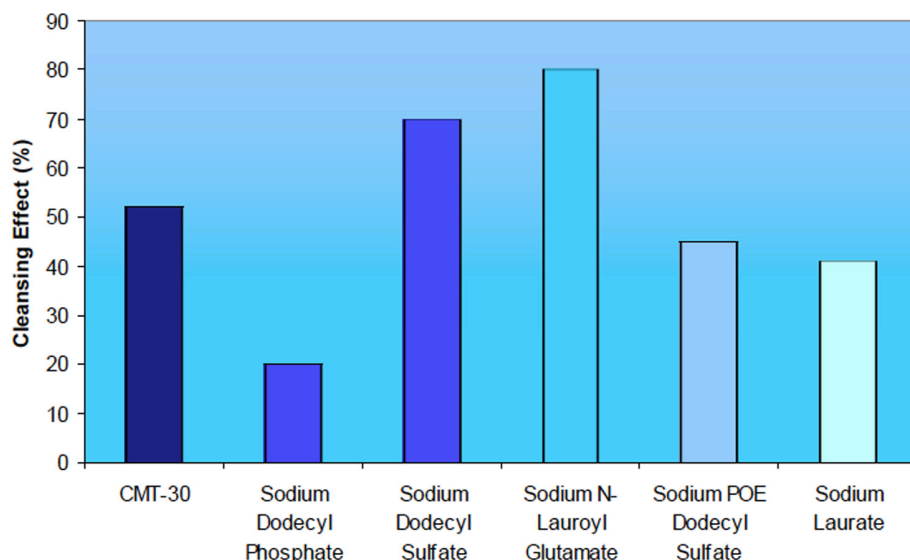
High Performance Grade

Our Sodium Methyl Cocoyl Taurate was tested against other grades and is shown to have a lower salt and free fatty acid content. By having such a low salt content (6.0%), it is much more effective, having better transparency, foaming, and the ability to create viscosity clear fluids (ex. airless pumps). By having a lower free fatty acid content (0.0%), it has a lower Kraft point and much better solubility in water. Below is a comparison of our product, CMT-30, to other grades of Sodium Methyl Cocoyl Taurate.



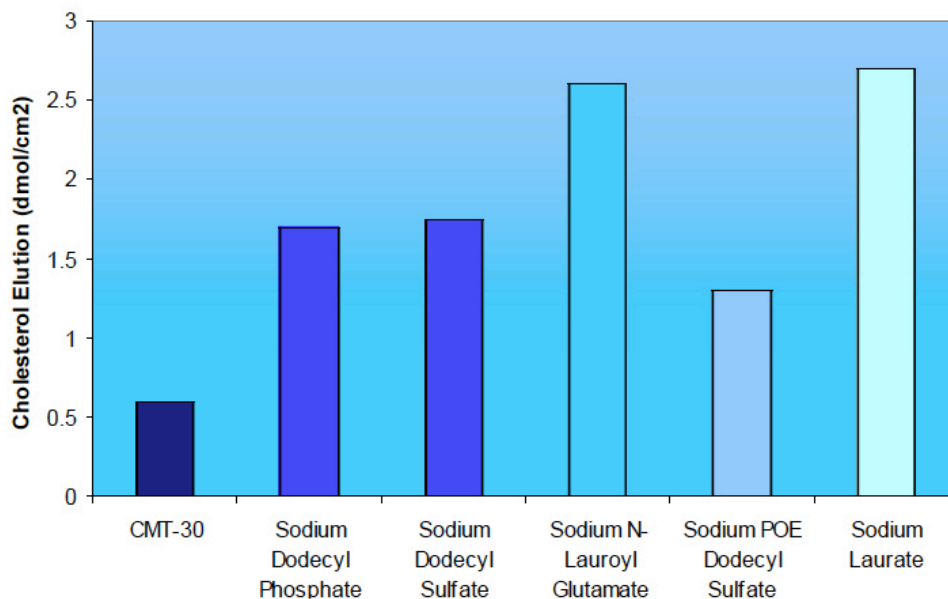
Cleansing Effect

An in vitro test was performed using artificial sebum consisting of Triolein (15%), Trietearin (15%), Myristic Acid (15%), Oleic Acid (15%), Cholesterol (8%), Cholesterol Stearate (2%), Paraffin Wax (10%), Squalane (10%), and Carbon Black (10%). The cleansing effect was then measured and the results indicated that our CMT-30 had a very good cleansing effect compared to other commonly used surfactants.



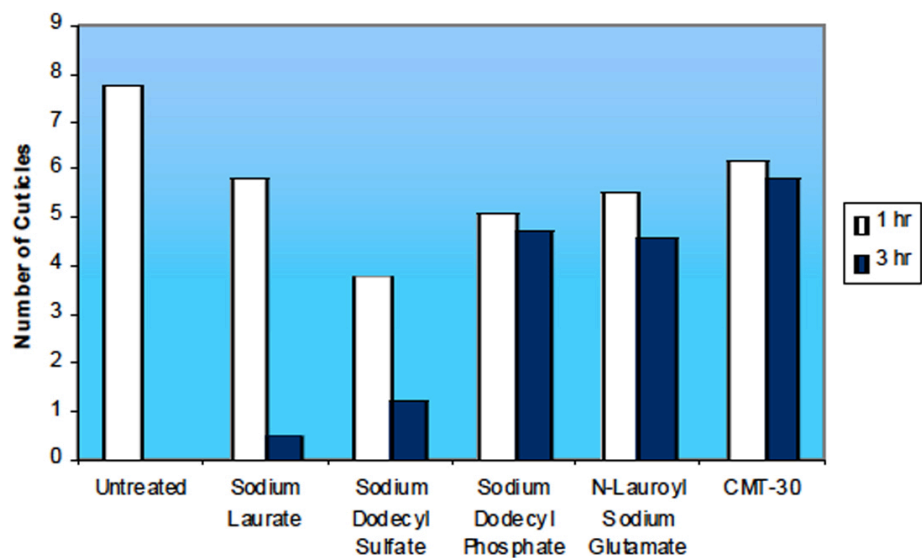
Cleansing Without Removing Natural Lipids From Skin

A test conducted on human skin, compared the surface activity of removal of Cholesterol from the skin. Removing Cholesterol and other natural lipids in the skin will have a negative impact on the barrier properties of the skin. Test results show that sodium methyl cocoyl taurate has the ability to cleanse without removing the natural lipids in the skin.



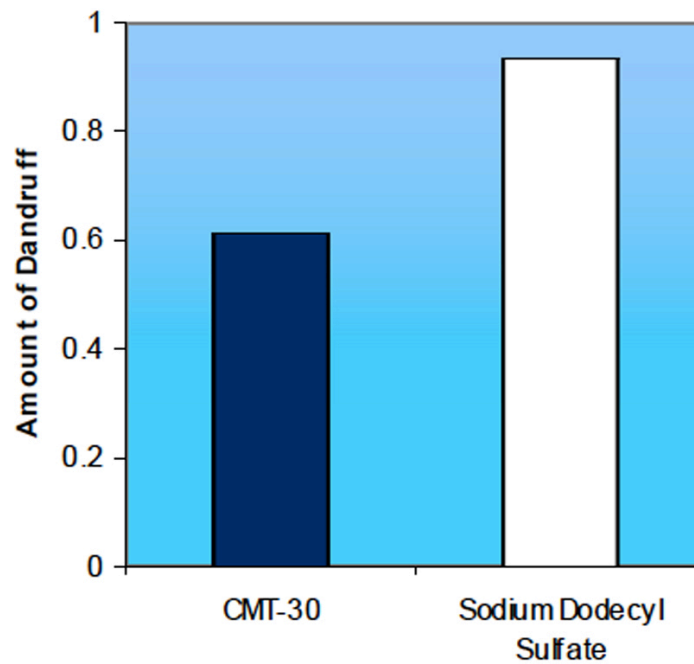
Reduction of Hair Cuticle Stripping

Different surfactants were applied on human hair and the number of cuticles was evaluated under the microscope. The normal amount of cuticles in not damaged hair is 7 - 8. It was observed that most surfactants tend to strip many layers of cuticles, while sodium methyl cocoyl taurate showed almost no such effect.

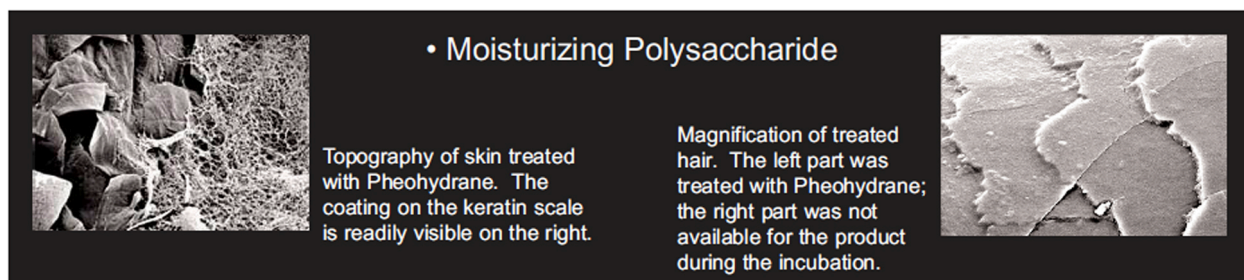


Dandruff Reduction Study

Application of CMT-30 Shampoo for one week reduced the amount of scalp dandruff against the control shampoo.



Aqua Chlorella Vulgaris Extract
Hydolyzed Algin Maris Sal



Aqua Chlorella Vulgaris Extract and Hydolyzed Algin Maris Sal is a complex of the micro algae Chlorella Vulgaris and hydrolysed algin in a seawater base.

Tested extensively, Aqua Chlorella Vulgaris Extract and Hydolyzed Algin Maris Sal has been proven to offer sustained moisturization (i.e. prolonged hydration improvements over long periods of time) and restructuring of the NMF and hydrolipidic film. Aqua Chlorella Vulgaris Extract and Hydolyzed Algin Maris Sal also has proven substantively to the hair, offering conditioning and hydrating effects for both skincare and haircare.

Sapindus Mukurossi Peel Extract

Foaming Agent
Mild cleanser
Tested to inhibit lipase activity (oil control)
Tested to inhibit melanin production



Sapindus Mukurossi Fruit Extract is an extract of the fruit of the Soap Nut Tree. Unlike typical saponins, the saponins found in Mukurossi are non-irritating. Sapindus Mukurossi Peel Extract is a unique fraction of Mukurossi, consisting of the saponin compounds of triterpene saponin glucosides.

Sapindus Mukurossi Peel Extract is a natural cleanser derived from the Mukurossi tree. This cleanser is unique in that it reduces inflammation and has strong anti-microbial properties. In addition, Sapindus Mukurossi Peel Extract is tested to have some oil control properties and was tested to inhibit melanin production.

Other Active Ingredients

AspireLIFE's Gentle Foaming Cleanser also utilizes trace amounts of our cocktail of active ingredients which provide a substantial range of positive skin benefits and functionality.

Plankton Extract
Vitamin C – Tetrahexyldecyl Ascorbate
Amino Acids - Ergothioneine
Smart Vitamin E - Tocotrienols
Rosemary Extract - Rosmarinus (Rosemary) Officinalis Extract
Wakame Extract
Licorice Extract - Dipotassium Glycyrrhizinate
Sodium Hyaluronate (HA)

Watermelon Rind Extract (Citrulline)
Pyrus Malus (Apple) Extract
Lens Esculenta (Lentil) Fruit Extract
Squalane