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Skin Care Technical Bulletin
CLEANSING

CLEANSER

STEP ONE: CLEANSE

Dirt, dead skin cells, environmental pollutants, and excess oil can make it difficult for your skin to breathe. But over-enthusiastic cleansers may strip your skin of the natural emollients it needs to stay soft and supple.

Each Enfuselle soap-free and pH-balanced cleanser gently lifts away impurities while skin-softening vitamin E and botanicals restore moisture so your skin feels soothed and renewed.

Integral to each cleansing formula, patented Vital Repair+™ (U.S. Patent No. 6,036,946) neutralizes damaging free radicals to help protect against accelerated aging.

CLINICAL PROOF

Extensive independent clinical testing has demonstrated that Enfuselle cleansers:

- Thoroughly remove dirt, excess skin oils, and pollutants gently yet effectively.
- Balance and brighten skin tone.
- Leave skin in an optimum state, without disturbing its natural moisture balance.
- Are non-comedogenic — do not cause pimples or blackheads by blocking pores.
- Are especially formulated for sensitive skin.
- Are non-irritating.
- Are dermatologist and ophthalmologist tested.

WHAT'S THE SCOOP ON SOAP?

The high (alkaline) pH of soap is extremely drying to the skin. Because soap is not pH-balanced and disrupts the skin's natural lipid barrier, it increases trans-epidermal moisture loss. Particularly for dry skin, soap can be a disaster. That's why all Enfuselle cleansers are soap-free and pH-balanced.



THE SHAKLEE UNCONDITIONAL GUARANTEE

If for any reason a Shaklee product is not satisfactory, return it to your Shaklee Independent Distributor or Shaklee Corporation, for exchange or full refund.

PURIFYING CLEANSING GEL
6 fl oz — Normal to Oily Skin — #32501

HYDRATING CLEANSING LOTION
6 fl oz — Normal to Dry Skin — #32502

GENTLE ACTION CLEANSING BAR
4.5 oz — All Skin Types — #32503

EYE MAKEUP REMOVER
2 fl oz — All Skin Types — #32511

DISPENSING PUMP
Fits all 6 oz and 2 oz bottles — #50548

(Recommended for Hydrating Cleansing Lotion)

HOW DO ENFUSELLE CLEANSERS WORK?

Each clinically formulated 100% soap-free and 100% oil-free product contains gentle surfactants — molecules that dissolve oil-based materials on the skin. The mission of these molecules is to lift unwanted oils, makeup, and pollutants without stripping the skin's natural balancing agents. Each cleanser has been shown in clinical trials to cleanse gently, yet thoroughly, without disturbing the skin's natural, healthy oil/moisture barrier.

Each revolutionary cleanser features:

- **Additional skin-softening vitamin E** — The front line of your skin's natural antioxidant self-defense system. Promotes visibly youthful softness and suppleness.
- **Patented Vital Repair+™**. (U.S. Patent No. 6,036,946)

FOR NORMAL TO OILY SKIN

Purifying Cleansing Gel

A rich-lathering, deep-cleansing gel that gently foams away dirt, makeup, pollutants, and excess sebum without overstripping. Rinses completely for skin that's bright, clean, and refined.

FOR NORMAL TO DRY SKIN

Hydrating Cleansing Lotion

Luxurious, moisture-rich emulsion dissolves makeup and pollutants with a gentle thoroughness that doesn't disturb skin's beneficial oils. Leaves skin feeling wonderfully clean, soft, fresh, and refined. Optional pump recommended.

FOR ALL SKIN TYPES

Gentle Action Cleansing Bar

A rich-lathering bar that gently exfoliates and soothes with oat flour and chamomile, while mineral-rich purified clay absorbs excess oils. Leaves skin radiantly clean, soft, and residue-free.

- Especially formulated for sensitive skin

FOR ALL SKIN TYPES

Eye Makeup Remover

Gently lifts all traces of eye makeup. Encourages delicate skin around the eyes to achieve a smooth, firm, healthy appearance.

- Ophthalmologist tested.
- Especially formulated for sensitive skin.
- Safe for contact lens wearers.

TIPS FOR CLEANSING OILY SKIN:

- *Using a white washcloth can be a gentle way to exfoliate.*
- *Be very careful not to clean too enthusiastically — overscrubbing can actually stimulate your sebaceous glands to produce more oil in an effort to protect your skin.*
- *Rinse with cool water.*
- *If your skin is sensitive to dyes, use a white washcloth that has been washed using dye-free detergent.*

TIPS FOR CLEANSING DRY SKIN:

- *Never spend more than 20 minutes in the shower or bath — longer can overdry skin.*
- *Use a soft sponge or your hands to apply and remove cleanser — a washcloth may be too harsh for dry or sensitive skin.*
- *Allow skin to air-dry or very gently blot with soft, dry towel.*

TIP FOR PERFECT MAKEUP: If you blink a little mascara onto your cheek, you can whisk away the smudge with a cotton swab dipped in Enfuselle Eye Makeup Remover.

THREE STEPS THREE MINUTES

STEP ONE:

- **Start by splashing your face with lukewarm water** — hot water can strip too much oil from your face and overstimulate sebaceous glands; cold water can “set” oils and makeup and make them tougher to remove.
- **Rub cleanser between your palms to warm it up** — it will spread and absorb dirt better.
- **Gently massage the cleanser over your entire face**, paying careful attention to oily areas like the nose, chin, and forehead. Avoid eye area and do not scrub.
- **Rinse with warm water** using a white washcloth, a soft sponge, or your hands. Treat your skin gently.
- **Blot gently with a clean, dry towel.**

STEP TWO:

- **Follow with the Enfuselle toner for your skin type.**

STEP THREE:

- **Follow with Time Repair A.M.[®] SPF 15 OR C+E Repair P.M.[™]**

CLEANSING BRUSH-UP

Wash your makeup brushes as you would your face! Place a small amount of Purifying Cleansing Gel in the palm of your hand and add some water. Without scrubbing, gently swoosh brushes in the lather until they rinse clean. Pat dry, repoint the tips, and let them dry overnight. Caution: Never soak brushes overnight, since the glue could soften and cause bristles to fall out.

READ MORE ABOUT IT!

For more information about Enfuselle products, check out the other Skin Care Technical Bulletins available on the Enfuselle CD-ROM:

- #1 Introduction
- #2 How to Use
- #4 Neutralizing
- #5 Repair
- #6 Optional Moisturizing
- #7 Targeted Treatments
- #8 Sun Care
- #9 Men's Skin Care



For more information, call your
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To order, call 1-800-VITA LEA (1-800-848-2532).

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