

## FACT SHEET

# Cleanse™

Hydroactive Pore Cleanser

Irrespective of age, gender, or lifestyle, cleansers are perhaps the most primary and universal component of people's skin care regimes.

Often, the universality of many cleansers leads people to oversimplify these products into a one-size-fits-all (or into sweeping categories based on four 'skin types').

Most of us envision that "squeaky-clean" feeling after skin cleansing, but ultimately, a fine balance needs to be maintained between cleansing and preservation of the skin's delicate properties.

Harsh cleansers do NOT mean cleaner skin. Typically, high-pH cleansers alter the delicate balance of the skin, creating an environment where bacteria can grow.

Limitless Cleanse's gentle, sulfate-free surfactants emulsify dirt and oils so they can be rinsed away while still soothing and preserving the delicate pH balance of the skin.

*Completely hypoallergenic and free from harsh preservatives, dyes, and irritating fragrances, Limitless Timeless products truly are the "creams of the crop."*

**LIMITLESS**  
WORLDWIDE®



*It's not only the most gentle to the skin... but this deep pore cleanser is also the most effective. Limitless Cleanse helps shield the skin from the damaging effects of biological stressors and environmental contaminants.*

*Science... Beyond Testimonials®*

# Cleanse™

## THE CLEANSER CONUNDRUM

Cleansers are perhaps the most primary and universal component of people's skin-care regimes. Irrespective of age, gender, or lifestyle, the majority of us use a skin cleanser. Yet it is perhaps the universality of such products that leads people to oversimplify and generalize the characteristics of these products into a one-size-fits-all (or into sweeping categories based on the four 'skin types'). In truth, the surfactants, pH, and detailed chemical characteristics of any cleanser can have a profound effect on the state of the skin.

Ultimately, a fine balance needs to be maintained between skin cleansing and the preservation of the skin's homeostatic properties. Indeed, harsh cleansers do not mean cleaner skin. High pH (basic) cleansers alter the pH of the skin, creating an environment where bacteria can grow. In contrast, Cleanse™ Highly Effective Extremely Gentle Deep Pore Cleanser is not only gentle to the skin, but this deep pore cleanser is also the most effective. Cleanse helps shield the skin from the harmful effects of biological stressors and environmental contaminants.

## BOERHAVIA DIFFUSA ROOT

Cleanse contains an ingredient rich in hydroxybenzoic compounds from *Boerhavia diffusa* root that soothe the skin and reduce its red appearance.

In a study, this Cleanse ingredient was shown to decrease unpleasant sensations associated with redness on the skin. Here, sixteen healthy male and female volunteers between the ages of 21 and 41 years participated in a stinging test. A water-alcohol solution of capsaicin was applied to one wing of the nose and a water-alcohol solution alone (placebo) to the other. Ten seconds following the application and then every minute for 5 minutes thereafter, volunteers evaluated the sensations felt using a numerical scale.

Then volunteers used the Cleanse ingredient or a placebo to the nose twice a day for four days, and on day five the stinging test was performed again using the same numerical scale. The total reactivity score was calculated as follows:

$$\text{Total Score} = [\sum_{t=10s \text{ to } 5 \text{ min}} (\text{capsaicin side})] - [\sum_{t=10s \text{ to } 5 \text{ min}} (\text{placebo side})]$$

The percent variations in perceived sensations on day five were calculated against baseline and placebo. Results show that unpleasant sensations perceived with the Cleanse ingredient decreased by 45.5% after 4 days of use compared to DO. For the placebo the reduction was only 1%. Thus, a significant 44.5% reduction in stinging sensations was observed for the Cleanse ingredient compared to placebo ( $p=0.0275$ ).

Another clinical study showed that the functional Cleanse ingredient is able to reduce the appearance of redness induced by capsaicin aggression. Five healthy male and female volunteers, aged 24-49 years, used the Cleanse ingredient and a placebo on different sites twice a day for four days. On day five, a patch containing a water-alcohol solution of capsaicin (a known neurogenic substance) was applied for 5 minutes. Photographs were taken before and 30 and 60 minutes after removal of the patch. The before and after images demonstrate a visible reduction in red color after 60 minutes compared to the placebo-treated and untreated sites.

## CONCLUSION

In conclusion, Cleanse is not only the most gentle optimized cleanser for the skin, but this deep pore cleanser is also the most effective. In addition to its cleansing properties, it was also formulated with key ingredients to help shield the skin from the harmful effects of biological stressors and environmental contaminants.

**DIRECTIONS:** Wet the skin with warm water. Dispense Limitless Cleanse into the palm. Gently massage the product into a lather over the full face, avoiding the eye area. Rinse and pat dry.

**INGREDIENTS:** Water (Aqua), Cocamidopropyl Hydroxysultaine, Sodium Lauroyl Sarcosinate, Cocamidopropyl Betaine, Acrylates Copolymer, Guar Hydroxypropyltrimonium Chloride, Butylene Glycol, Glycol Stearate, Aloe Barbadensis Leaf Juice, Bisabolol, Boerhavia Diffusa Root Extract, Allantoin, Hydrolyzed Caesalpinia Spinosa Gum, Caprylyl Glycol, Glyceryl Stearate, Glycol Distearate, Glyceryl Oleate, Coco-Glucoside, Phenoxyethanol, Ethylhexylglycerin, Hexylene Glycol, Sodium Phytate, Glycerin, Citrus Paradisi (Grapefruit) Peel Oil, Caesalpinia Spinosa Gum.

**CAUTION: For topical use only.** Before using Limitless Cleanse on a regular basis, test it on a small area of your forearm. If redness/rash or itching occurs, discontinue use and call our product support department at: 1-800-429-4290. For external use only. Avoid direct contact with the eyes. If product comes in contact with eyes, flush with warm water. **Use only as directed. Keep out of reach of children.**

Manufactured for  
Limitless Worldwide, LLC  
Salt Lake City, Utah 84110

Manufactured in the USA.

For additional information on this or other Limitless products, please call our product support department at: 1-800-429-4290.

Product resale allowed only through authorized representatives. International distribution is not authorized without prior written approval.

Store at controlled room temperature: 15°-30°C/59°-86°F.