

CLINIQUE

Take The Day Off Charcoal Cleansing Balm

Available as from January 2023

Allergy Tested. 100% Fragrance Free. Dermatologist Tested. Ophthalmologist Tested. Non-acneogenic.

What It Is: NEW Take The Day Off™ Charcoal Cleansing Balm is a gentle, effective makeup remover that transforms from a solid balm to a silky oil, melting away tenacious face and eye makeup, sunscreen, and pollutants. This non-greasy, non-drying lightweight formula with nourishing oil, cleanses thoroughly and rinses off completely, so all that is left is a fresh complexion. Formulated with finely milled purifying Japanese Charcoal, known as Kishu Bincho-tan, it also helps detoxifies pores from excess oil, leaving skin clear and deeply cleansed.

Formula Facts:

- Non-acneogenic
- Non-greasy
- Non-drying
- Non-stripping
- No oil residue or film left behind



What It Does:

Removes Build-up:

- Unlike a fluid oil, this balm formula is designed for an **exceptional affinity to skin** due to structurally compacted and solidified oils which allow for skin adherence. The affinity to skin allows for effective yet gentle removal of long-wearing face and eye makeup.
- Unique **Microcrystalline-balm structure** of layered solidified oils collapses (breaks) and melts into an oil when gentle pressure is applied. This distinctive, transformative texture quickly melts long-wearing face and eye makeup, sunscreen, and pollution without stripping skin.

Detoxifies Pores:

- Detoxifying and purifying **Japanese Charcoal**, Kishu Bincho-tan, helps deeply cleanse and unclog pores of debris.

Nourishes:

- Conditioning blend of Safflower Seed Oil (rich in Linoleic Acid) and Vitamin E helps provide a nourishing feel on skin during the cleansing process.

Who It Is For: Skin Types (2,3,4).

How To Use: Scoop out a large coin size amount of product into hands. (Avoid wetting product or hands prior to use.) Use fingertips to massage balm over dry facial skin and eye area. Apply warm water and massage to dissolve face and eye makeup. Rinse well with warm water and pat dry. For a double cleanse, follow with All About Clean™ Liquid Facial Soap. Close product lid after use and avoid storage in wet or humid conditions.

THE STORY BEHIND TAKE THE DAY OFF™ CHARCOAL CLEANSING BALM:

Our #1 makeup remover in a silky balm formula, with Japanese charcoal to detoxify and remove excess oil. Lightweight makeup remover quickly dissolves tenacious eye and face makeup, and sunscreen. It detoxifies and unclogs pores, helping clear dirt, oil, pollution, and other impurities. Solid balm transforms into a silky oil upon application. Cleans thoroughly, rinses off completely, without leaving an oily or greasy residue behind.

OUR CLINIQUE CLEAN PHILOSOPHY

Always formulated for maximum results without irritation.

No parabens. No phthalates. No fragrance. Just happy skin.

Available at all points of sale as well as clinique.be as of January 2023

125ml SRP: €42

For more information, please Roupert Müller: Roupert@mmbsy.com, +31 6 55 19 23 11