

M.A.R.U.L.A. balm cleanse

THE FIRST CLEANSE



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THE CONCEPT

Healthy skin begins with effective cleansing. As the First Cleanse, M.A.R.U.L.A. balm cleanse gently dissolves what sits on the skin, preparing it for the prescribed cleanser and the skincare routine that follows.

THE FUNCTION

- Melts away make-up
- Dissolves sunscreen and oil-soluble impurities
- A lightweight, non-greasy formula that is non-comedogenic, and suitable for acne-prone skin.

THE COMPOSITION

At the core of the formula is Marula seed oil, naturally rich in oleic acid, vitamin E, and phenolic compounds. It forms the oil solvency base for the removal of oil-soluble impurities. The formula is supported by Sea buckthorn fruit oil, a sebum-mimetic barrier-supporting lipid, and Tocopheryl acetate, providing antioxidant protection.

THE MECHANISM

Upon application, Marula seed oil dissolves oil-soluble impurities, including make-up, sunscreen, oxidised sebum and environmental debris. As the balm transforms into an oil, these impurities are lifted from the skin surface. On contact with water, the formula emulsifies into a milky emulsion, allowing the dissolved impurities to be rinsed away without leaving an oily residue. Sea buckthorn fruit oil helps support the skin's natural surface lipids, while Tocopheryl Acetate protects the formula's oils and the skin's own lipids from oxidative stress throughout the cleansing process.

THE OUTCOME

Skin is left free of make-up, sunscreen and surface impurities, feeling soft, clean, comfortable and perfectly prepared for the prescribed cleanser.

THE POSITIONING

The first cleanse removes what sits on the skin.
The prescribed cleanser addresses what the skin needs.

APPLICATION

Twist the innovative grinder jar to disperse the exact quantity required: from eye & lip make-up removal to a full facial first cleanse. Massage with dry hands onto dry skin to dissolve make-up, sunscreen and oil-soluble impurities. Add water to emulsify into a milky emulsion before rinsing thoroughly. Follow with the prescribed pHformula cleanser.

THE PHILOSOPHY

- The **first cleanse** with M.A.R.U.L.A. balm cleanse.
- **Cleanse** with the prescribed pHformula cleanser.
- **Treat** with prescribed active skincare.



PRODUCT SIZE
50ml

INGREDIENTS (INCI)

Ethylhexyl Palmitate, Cetyl Ethylhexanoate, PEG-20 Glyceryl Triisostearate, PEG-10 Isostearate, Microcrystalline Wax, Synthetic Wax, Tocopheryl Acetate, Hippophae Rhamnoides Fruit Oil, Sclerocarya Birrea Seed Oil, Phenoxyethanol, Ethylhexylglycerin.

INDICATIONS

All skin types, including oily and acne-prone skin
Clients who wear make-up, including long-wear formulations
Daily users of sunscreen, including water-resistant SPF formulations
Skin exposed to environmental pollutants and daily surface build-up
Clients who prefer a luxurious double-cleansing routine
Preparing the skin before the prescribed pHformula cleanser

PRODUCT DESCRIPTION

M.A.R.U.L.A. balm cleanse is a soft butter-coloured first cleanse that dissolves oil-soluble impurities including make-up, sunscreen, oxidised sebum, and environmental build-up before the prescribed pHformula cleanser. Applied to dry skin, it transforms from balm to oil to milk, rinsing away cleanly while leaving the skin soft, comfortable, and never greasy. Marula seed oil, naturally rich in oleic acid, vitamin E, and phenolic compounds. dissolves oil-soluble impurities while maintaining skin comfort. Sea buckthorn fruit oil preserves the skin's surface lipids, and Tocopheryl

acetate protects against oxidative stress during cleansing. By removing oil-soluble impurities before the second cleanse, M.A.R.U.L.A. balm cleanse prepares the skin for the prescribed pHformula cleanser and optimises the skincare routine that follows.

PRODUCT BENEFITS

- Melts away make-up
- Dissolves sunscreen and oil-soluble impurities
- Lightweight, non-greasy finish
- Non-comedogenic
- Suitable for acne-prone skin
- Hygienic twist grinder packaging, no spatula required
- Leaves skin feeling soft and comfortable

KEY ACTIVE INGREDIENTS

Marula Seed Oil (*Sclerocarya birrea*)

Sea Buckthorn Fruit Oil (*Hippophae rhamnoides*)

Tocopheryl Acetate

PROPERTIES

Marula seed oil - rich in oleic acid, vitamin E, and phenolic compounds. Dissolves oil-soluble impurities with a soft, comfortable after-feel.

Sea Buckthorn fruit oil - sebum-mimetic omega-7 fatty acid content; supports surface lipid balance during cleansing.

Tocopheryl Acetate - protects lipids from oxidative stress during cleansing; a stable form suited to an oil-phase, rinse-off formula.

PACKAGING INNOVATION

The innovative twist grinder jar allows hygienic controlled dispensing. Twist to dispense the exact quantity required, from eye & lip make-up removal to a full facial cleanse. No spatula required.

DIRECTIONS FOR USE

Twist the grinder jar to disperse the exact quantity required. Apply with dry hands to dry skin. Massage over the eyes, lips and face, allowing the balm to melt into an oil. Add water to transform the oil into a light milk. Rinse thoroughly. Follow with the prescribed pHformula cleanser.

RECOMMENDED USE

Recommended as an optional first cleanse for clients requiring effective removal of make-up, sunscreen and oil-soluble surface impurities. Follow with the prescribed pHformula cleanser to complete the cleansing routine.