

# intensive moisture cleanser

twice as effective at removing long-wear make-up\* while nourishing the skin

## description

A light, creamy cleanser that removes impurities while actively nourishing dry, depleted skin.

## key benefits

- Defends against dryness
- Delivers a smoother feel after cleansing
- Rinses away easily and leaves skin cleaner, softer and more luminous

## key ingredients

- Lipid-enriched **Directly Esterified Fatty Isethionate (DEFI) surfactant system** cleanses skin while helping to minimize damage of vital proteins and lipids that defend against dryness.
- **BioReplenish Complex™**, combined with phytoactives from **Coconut (Sodium Cocoyl Isethionate, Hydrogenated Coconut Acid)** and **Murumuru Seed Butter (Sodium Astrocaryum Murumuru)** help protect barrier lipids and preserve the skin's natural resilience.
- Invigorating extracts of **Citrus, Palmarosa** and **Jasmine** refresh tired skin.

## how to use it

Massage onto dampened face and neck. Rinse with warm water. Use twice daily, morning and night.

## product system

Daily Skin Health

## what goes best with it

- PreCleanse Balm
- Phyto Replenish Oil
- Intensive Moisture Balance

\*as compared to *Essential Cleansing Solution*

item code	size	UPC	professional price	retail price
111326	5.1 US FL OZ / 150 mL	666151011212	\$20.00	\$40.00
111334	10 US FL OZ / 295 mL	666151033054	\$31.50	\$63.00
211326	16 US FL OZ / 473 mL	666151011236	\$40.00	N/A



## frequently asked questions

### **Which line of products is this in?**

This product is in the Daily Skin Health line.

### **How often should my client use this product?**

We recommend using it twice a day (morning and evening).

### **Does my client have to use both Intensive Moisture Cleanser and Intensive Moisture Balance?**

Your client should use the products that are best suited for their lifestyle and skin condition, as determined during their Face Mapping® skin analysis. Clients with dry or very dry skin can benefit from using these two products every day.

### **Can my client use PreCleanse or PreCleanse Balm before Intensive Moisture Cleanser?**

Absolutely, especially if they need to remove sunscreen, make-up or any impurities. For dry skin, we recommend PreCleanse Balm.

### **Will this product cause breakout activity?**

Intensive Moisture Cleanser should not cause breakout activity. However, if your client does experience an adverse skin reaction, please advise them to stop using this product until the cause of their reaction can be determined.

### **Is this product replacing an existing product?**

Intensive Moisture Cleanser will replace Essential Cleansing Solution.

### **What are the key differences between this formula and Essential Cleansing Solution?**

Intensive Moisture Cleanser features an innovative BioReplenish Complex™ that minimizes damage of vital proteins and lipids while cleansing away make-up and impurities. It is also twice as effective at removing long-wear make-up while nourishing the skin. Both retail sizes of this product also feature new pump dispensers.

### **Can my client use this product after a peel or other professional treatment?**

Yes, provided they are not allergic or contraindicated to any of its ingredients.

### **Can I use Intensive Moisture Cleanser on a client who has eyelash extensions?**

No. This cleanser is an oil-based cleanser, which is not suitable for clients who have eyelash extensions.