



clinaler

by AHAVA

Dead Sea Mineral Remedies



SKINPRO

TOPIC

SEBO

X-ZEM

D-MEDIC

PSO





clinaler^{al} by AHAVA

Dead Sea Mineral Remedies
Developed with dermatologists

for the relief of skin disorder symptoms



Clineral is a product line for the treatment of a wide range of skin disorders, based on a mineral extract of Dead Sea water and Dead Sea mineral mud, combined with select plant extracts, formulated to support vital skin functions and to aid the recovery of the epidermal skin layer.

Clineral is a trademark of Ahava Dead Sea Laboratories
www.clinaler.com

Clineral Active Core

Managing with minerals: Maintaining skin balance, naturally Clinaler formulas are all predicated on the proven abilities of natural Dead Sea ingredients as catalysts for promoting improved skin health and resilience. Dead Sea water, mud and minerals contain outstanding skin-maintenance properties and provide vital relief for the symptoms of skin disorders.

Clineral's Dead Sea mineral formulations were developed as an "all-stage" companion, rich in skin-maintenance properties that fortify the skin naturally throughout every phase in the disorder:

- Facilitates greater skin barrier resilience during mild to moderate flare ups
- Keeps skin stable and boosts its resistance between flare ups
- Relieves symptoms in conjunction with daily medication regimen

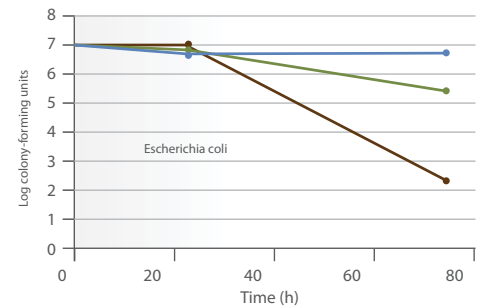
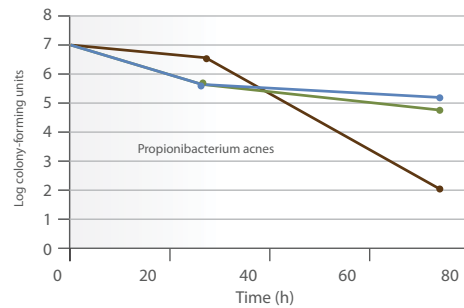
Dead Sea Mineral Extract - A unique, concentrated extract of Dead Sea water contains precise, scientifically balanced levels of minerals that enable the skin to optimize its cell functions. It is proven to be efficient for its anti-inflammatory, soothing and moisturizing properties.

Dead Sea Mineral Mud - The black mineral mud that is found in abundance on the shores of the Dead Sea has been scientifically shown to contain properties that naturally treat the symptoms of a wide variety of joint diseases and skin conditions.



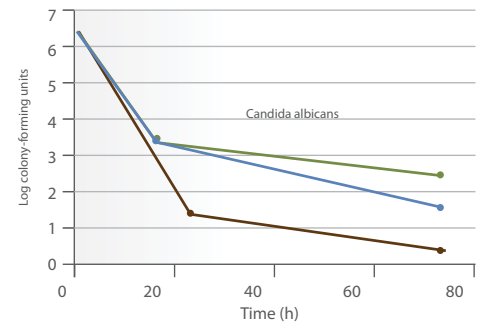
Dead Sea Mud

Antibacterial impact of Dead Sea Mud on a variety of microorganisms



Survival of different microorganisms introduced to dead sea mineral mud

- 20 ml of crude mud
- mud processed by addition of 18% water and filtration
- mud processed by addition of 18% water and filtration + irradiation with 2.5 MRAD of ⁶⁰Co



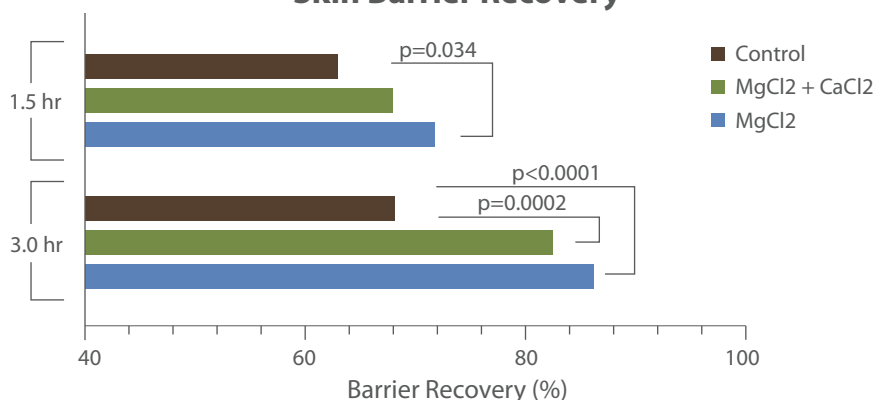
Ma'or Z, Henis Y, Alon Y, Orlov E, Sorensen KB, Oren A. Antimicrobial properties of Dead Sea black mineral mud. Int J Dermatol, 2006, 45(5):504

The combination of dermatological-clinical actions of the **Dead Sea mineral extract** and the **Dead Sea mud** maintains the moisture that contributes to the restoration and preservation of the skin barrier, providing proven protection from UV damage as well as anti-bacterial activity.

Dead Sea mineral extract – The unique mineral composition of the Dead Sea contributes to the rapid restoration of normal skin barrier function in diseases involving barrier damage.

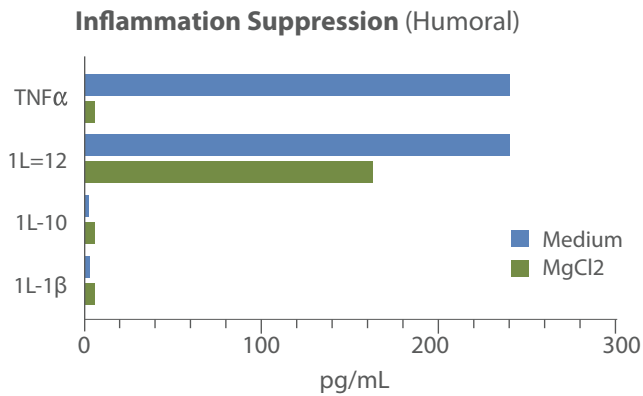
Results depicting the restorative effect of active treatment with the minerals of Dead Sea mud and Dead Sea water on the protective layer of the skin.

Skin Barrier Recovery

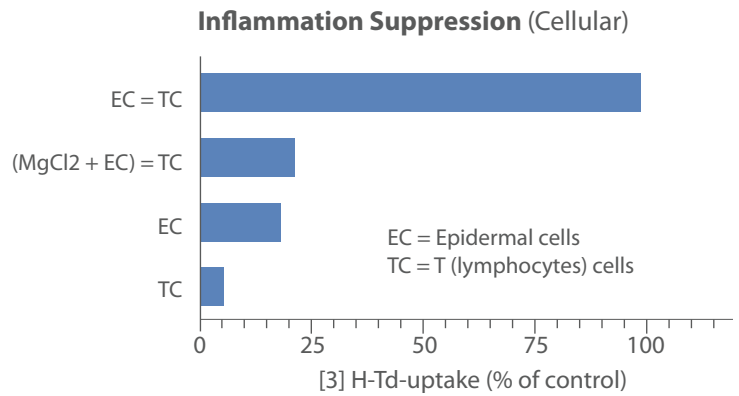




The mechanism of action of Dead Sea minerals



The water from the Dead Sea, rich in minerals, contributes to the moderation of immune system activity by substantial reduction of its humoral components: reduction of pro inflammatory cytokine production.

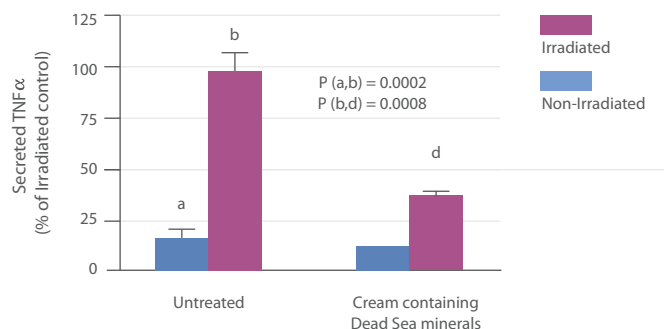


A solution rich in magnesium salts contributes to the restoration of proper skin cell structure and functioning, which are contingent on reduction of the number and activity of immune system cells located in the various layers of the skin.

M. Denda, C. Katagiri, T. Hirao, N. Maruyama and M. Takahashi, Some Magnesium Salts and a Mixture of Magnesium and Calcium Salts Accelerate Skin Barrier Recovery. Archives of Dermatological Research, 1999, 291 (10): 560-563

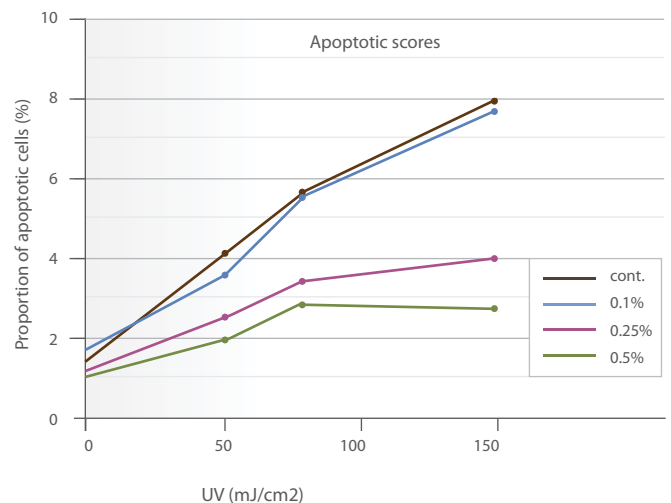
The anti-inflammatory effect on the skin of a product that contains Dead Sea minerals

Results depicting the efficacy of a cream containing Dead Sea minerals in protecting skin exposed to UVB radiation.



Dead Sea mineral extract improves the resistance of cells to UV radiation damage

Characteristics of aging keratinocyte phenotypes: morphology, biochemical markers, and the effect of Dead Sea water



M. Portugal-Cohen, Y. Soroka, Z. Ma'or, M. Oron, T. Zioni, FM. Bergegere, R. Neuman, R. Kohen, Y. Milner; Protective effects of a cream containing Dead Sea minerals against UVB-induced stress in human skin. Exp Dermatol 2009; 18: 781-788

Yoram Soroka, Zeev Ma'or, Yael Leshem, Lilian Verochovsky, Rami Neuman, Francois Menahem Bergegere, Yoram Milner. Aged keratinocyte phenotyping: Morphology, biochemical markers and effects of Dead Sea minerals. Experimental Gerontology 2008; 43: 947-957

Clineral: Effective relief & soothing comfort for challenged skin

Introducing a new approach to relieving the symptoms of lingering skin conditions: Clineral, by AHAVA. Developed with the aid of dermatologists, Clineral harnesses the innate skin healthy properties of Dead Sea minerals and a hand-picked selection of naturally soothing plant extracts to effectively alleviate the irritation and discomfort caused by a wide variety of common chronic skin disorders.

All Clineral products:

Approved for sensitive skin / Allergy tested / Clinically tested

Free of: Synthetic Fragrance, Parabens, SLS, SLES

SKINPRO

Clinically tested on intolerant skin



Protective Moisturizing Cream SPF 50+ UVA/UVB balanced

Helps in reducing irritation, itching, redness & tingling sensation of the skin

Clinical results* show a 34% improvement in skin irritation and a 36% improvement in skin redness and a 39% decrease of skin dryness ($p < 0.01$) as measured by corneometry.

50 ml



Gentle Cleaning Gel

Helps in reducing irritation, itching, redness & tingling sensation of the skin

Use test* show 100% of the users were satisfied with the soothing of their skin, 100% reported their skin feels clean and 96% were happy with the softness of their skin.

100 ml



Calming Facial Moisturizer

Helps in reducing irritation, itching, redness & tingling sensation of the skin

Use test* show 96% of the users were satisfied with the soothing of their skin, 100% were satisfied with the moisturizing effect and 96% with the softness of their skin.

50 ml

X-ZEM

Clinically tested on contact dermatitis (eczema) prone skin



Hand Cream

Helps in reducing irritation, dryness & itchiness

Clinical results* show size of the affected area decreased by 15% and an improvement of 24% in the manifestation of scales. Improvement of 56% was evident in skin hydration and an improvement of 17% in skin roughness ($p < 0.1$).

125 ml

PSO

Clinically tested on psoriasis prone skin



Joint Skin Cream

Helps in reducing itchiness, scaling & dryness

Clinical results* show 91% of the participants were satisfied with the moisturizing effect of the cream. 83% of the participants confirmed that the cream decreased the amount of cracks in the skin on their elbows.

75 ml



Body Cream

Helps in reducing itchiness, scaling & dryness

Clinical results* show skin hydration increased by 130%.

200 ml



Scalp Shampoo

Helps in reducing scalp scaling, dryness & redness

Clinical results* show skin hydration increased by 15%, scales decreased by 20% and skin irritation decreased by 35%.

250 ml



Scalp Cream Mask

Enriches the scalp with moisture and helps reduce skin irritations

Clinical results* show skin hydration increased by 81%, skin irritation decreased by 43% and scales decreased by 21%.

200 ml

SEBO

Clinically tested on seborrhea prone skin



Facial Balm Cream

Helps in reducing redness & irritation in affected facial areas

Clinical results* show 72% of the participants were satisfied with the moisturizing effect of the cream during and after application.

50 ml



Facial Cleansing Gel

Helps in reducing redness & irritation in affected facial areas

Clinical results* show size of the affected area decreased by 22% and skin redness was reduced by 41%.

75 ml

TOPIC

Clinically tested on atopic dermatitis prone skin



Body Cream

Helps in reducing itchiness, irritation, redness & dryness

Clinical results* show a 26% reduction in skin redness.

- Suitable for newborns and up

200 ml



Body Cleansing Foam

Helps in reducing irritation, redness & dryness

Clinical results* show a 31% reduction in itchiness and 35% reduction in skin crusts.

- Tearless

200 ml



Shower & Bath Oil

Helps in reducing irritation, redness & dryness

Clinical results* show a 48% reduction in itchiness and 32% reduction in skin redness.

250 ml

D-MEDIC

Clinically tested on diabetic prone skin



Foot Cream

Helps in reducing dryness, roughness & cracks

Clinical results* show size of the affected area decreased by 35%, scales decreased by 55% and skin roughness improved by 54%.

125 ml



Foot Gel-Scrub

Helps in peeling dry skin layers & restoring softness

Clinical results* show cracks decreased by 22%, skin hydration increased by 24% and skin redness was reduced by 16%.

100 ml

*All clinical tests were conducted by an independent institute for skin research, following 14 days of treatment with Clineral products. $p < 0.05$ unless else mentioned.



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Developed with dermatologists

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SKIN FACTORS Pty Ltd

UNIT 14, 888 BOURKE ST ZETLAND, NSW 2017

info@skinfactors.com.au
www.skinfactors.com.au

PH TOLL FREE
PH INTERNATIONAL

1800 824 282
+61 2 9699 8530



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