

# BALANCING CLEANSER



## DESCRIPTION

Viktorija DeAnn Balancing Cleanser is a non-foaming sulfate free, pH balanced hypoallergenic gel cleanser designed for all skin types, especially sensitive and sensitized skin. Formulated with pure, plant based ingredients and natural components like Aloe, Olive, Coconut, and Jojoba, it gently cleanses while mimicking the skin's natural moisturizing factors. These ingredients work in harmony to cleanse without drying or irritation, helping to calm the skin while maintaining its essential moisture, and supports the skin's microbiome and barrier function.



### TREATMENT STEP

 Cleanse

### TEXTURE

Lightweight gel

### PEPTIDE TYPE

N/A

### LAYER LEVEL

N/A

### SKIN TYPE

All Skin Types, especially sensitive

### KEY ACTIVES

Aloe, Citric Acid, Coconut & Olive Esters

### FUNCTION

- Stabilizing pH level of skin
- Assist with proper barrier function
- Nourishing and hydrating
- Helps increase the efficacy of peptide serums
- Maintain the skin's natural acid mantle
- Neutralizes destructive free radicals
- Maintains healthy microbiome

### TARGETED SKIN CONCERNS:

- Ideal for most skin types
- Compromised barrier function
- Sensitive and sensitized skin
- Inflamed acne prone skin

## THE SCIENCE:

The Viktorija DeAnn Balancing Cleanser is scientifically engineered to support epidermal homeostasis through precise modulation of the skin's pH, barrier integrity, and microbiome ecology. By maintaining the physiological pH range of approximately 4.5 to 5.5, it stabilizes the acid mantle, a biochemical interface essential for lipid metabolism, enzymatic activity, and microbial balance. This equilibrium helps suppress opportunistic bacteria while nurturing commensal species that contribute to the skin's innate immune defense and overall resilience. Ingredients that enhance Aquaporins support optimal transmembrane water and glycerol transport within keratinocytes, improving hydration, cellular communication, and barrier cohesion.



### PROFESSIONAL USAGE:

Apply a quarter sized amount of cleanser to damp face, neck and decollete. Massage in a circular motion. Remove with warm water or towel. Follow with Restore and Protect Phases.

### HOME USAGE:

Apply a quarter sized amount of cleanser to damp face morning and evening. Massage in a circular motion. Rinse thoroughly with warm water and pat dry. Follow up with the Restore and Protect Phases.

### KEY ACTIVES:

**Aloe Barbadensis Leaf Juice (Organic)** - a soothing, plant based ingredient known for its ability to comfort and hydrate the skin. It helps replenish moisture, leaving the skin feeling soft, calm, and refreshed. Aloe also increases the availability of oxygen to the skin, which enhances hydration and promotes a healthier, more radiant appearance. Additionally, it supports the skin's natural balance and improves the overall look of smoothness and clarity, making it ideal for sensitive or stressed skin.

**Citric Acid** - a naturally derived ingredient that plays an important role in maintaining the pH balance of the skin. This regulation supports overall skin comfort and promotes a healthy skin environment by preserving the skin's protective barrier. In addition to helping balance the formula, Citric Acid also contributes to a smoother and more refreshed skin texture by enhancing the overall feel and performance of the cleanser.

**Coconut & Olive Esters** - helps condition and smooth the skin while gently cleansing. These plant based esters support moisture retention and help correct the balance of oil and water in the skin, promoting a healthy and comfortable feel. They also enhance the cleanser's creamy like texture, making it gentle and nourishing for all skin types. The result is skin that feels soft, refreshed, and balanced after every use.

**Sodium Lauryl Glucose Carboxylate** - a mild, sulfate free surfactant derived from natural plant sources. It provides a gentle yet effective cleansing action, helping to remove dirt, excess oil, and environmental buildup without disrupting the skin's natural barrier. Unlike harsher cleansing agents, it preserves moisture and leaves the skin feeling soft, balanced, and refreshed. Its low irritation profile makes it suitable for all skin types, and contributes to a smooth, creamy lather that enhances cleansing.

### INGREDIENTS:

Aqua (Water), Jojoba Wax PEG-80 Esters, Glycerin, PEG-7 Glyceryl Cocoate, Olive Oil PEG-7 Esters, Sodium Lauryl Glucose Carboxylate, Lauryl Glucoside, (Organic) Aloe Barbadensis Leaf Juice, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Phenoxyethanol, Triethanolamine, Propanediol, Disodium EDTA, Diazolidinyl Urea, Iodopropynyl Butylcarbamate

### CAUTIONS:

**Warning:** For external use only. Avoid direct contact with the eye. In the event of direct eye contact, rinse with cool water. Irritation, itching sensation and/or eye redness may occur. If irritation, inflammation or swelling occurs, discontinue product usage. If irritation persists or becomes severe, stop use and consult a physician. Keep out of reach of children.