

# Daily Calm™

## Gentle Cream Cleanser

**Powerfully effective. Remarkably Gentle.**

### What It Is

**Clinique Daily Calm™** — Clinique's complete skincare-to-makeup system that rapidly soothes, visibly improves and helps prevent future irritation.

**Daily Calm™ Gentle Cream Cleanser** delicately removes excess dirt, oil and impurities as it soothes sensitive skin with hydration. Formulated with a carefully selected calming blend and hydrating ingredients, Daily Calm™ Gentle Cream Cleanser is a wipe-off cleanser, no rinsing required.

### Who It Is For

All Skin Types. Those experiencing **temporary sensitivity, sensitive and very sensitive skin**. Safe for **sensitive eyes and contact lens wearers**.



### Texture

- Soothing and comforting cream cleanser

### Technology

#### Boosts hydration:

- **9% Glycerin** – an emollient that helps make skin feel soft and supple.
- **Hyaluronic Acid** helps to boost skin's hydration, soothing discomfort caused by dryness.

#### Ultra-gentle formula:

- Creamy, tissue-off formula cleanses without stripping skin's barrier.
- Clinically proven to be safe and effective for very sensitive skin.

#### Visibly soothes skin:

Formulated with **Uniflavan™** and **Magnolia Extract** to help soothe and calm visible irritation.



**Uniflavan™** consists of two plant extracts – Chinese Skullcap Root Extract and Moso Bamboo Leaf Extract – both known for anti-irritation properties. **Uniflavan™** helps interrupt skin's irritation cascade and reduce visible irritation, leaving skin looking calmer and soothed.



**Magnolia Extract**, retrieved from the bark of the plant, works with **Uniflavan™** to quell visible signs of irritation.

- **Caffeine** – a commonly used ingredient for anti-irritation benefits.
- **Licorice Root Extract** contains flavonoids which are known for their powerful anti-irritation properties.
- **Fucoidan**, a bioactive compound derived from brown seaweed, soothes and calms visibly irritated skin.

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# Daily Calm™ Gentle Cream Cleanser

**Powerfully effective. Remarkably Gentle.**

## Testing

### After 1 use:

- Boosts skin with hydration +25%\*
- Strengthens skin barrier\*\*
- Smooths and visibly improves redness, radiance and texture.\*
- 88% of panelists showed more resilient looking skin to the onset of irritation\*\*\*

### Tested on panelists with very sensitive skin:

- 94% say skin feels soothed\*\*\*\*
- 95% say skin feels nourished\*\*\*\*
- 98% say product feels gentle\*\*\*\*
- 96% say product wipes off easily\*\*\*\*

\*Clinical testing on 33 women immediately after product use.

\*\*Clinical testing on 33 women after 1 hour.

\*\*\*After pre-treatment period, clinical testing on 25 people measured for 150 minutes, versus untreated control.

\*\*\*\*Consumer testing on 133 women immediately after product use.

Allergy Tested. 100% Fragrance Free. Dermatologist tested. Ophthalmologist tested.

**Clinically proven safe and effective for sensitive and very sensitive skin. Safe for use around the eye area including lids. Tested on all skin tones. Safe for sensitive eyes and contact lens wearers. Non-comedogenic / Non-acnegenic.**

**Appropriate for use as soon as 1 day post procedure\*.**

\*Shown to be safe for use beginning 1 day after Intense Pulsed Light (IPL) treatment in 2-week clinical usage test.



## How to Use

Use twice a day. Massage gently over dry face, including eyelids, then gently wipe off with damp tissue or cloth. **No rinsing required.**

If wearing makeup or sunscreen, be sure to use a makeup remover prior to cleansing. Our favorite – **Take The Day Off™ Cleansing Balm/Oil. Both are safe for sensitive skin and sensitive eyes.**



Daily Calm™ Makeup Balm is a sheer foundation balm that visibly evens skin tone, rapidly soothes the look of irritation, plus improves the look and feel of bare skin.



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**CLINIQUE**

# Daily Calm™

## Soothing Repair Cream



**Powerfully effective. Remarkably Gentle.**

### What It Is

**Clinique Daily Calm™** — Clinique's complete skincare-to-makeup system that rapidly soothes, visibly improves and helps prevent future irritation.

**Daily Calm™ Soothing Repair Cream** is a moisturizer for **face + eyes** formulated with a carefully selected blend of calming ingredients, glycerin + a lipid trio – and powerful hydration actives that rapidly soothe the look of irritation and help prevent future signs of sensitivity.

### Who It Is For

All Skin Types. Those experiencing **temporary sensitivity, sensitive and very sensitive skin**. Safe for **sensitive eyes and contact lens wearers**.

### Texture

- Soothing and comforting creamy moisturizer
- Non-greasy, absorbs easily, comforts on contact

### Technology

#### Boosts hydration:

**Hyaluronic Acid** helps boost skin's hydration and soothes discomfort caused by dryness.

#### Strengthens skin's barrier:

A cassette of ingredients helps **strengthen skin's barrier and build resilience against future signs of sensitivity**.



**Glycerin** - an emollient that helps strengthen skin's barrier.

**Lipid trio: Ceramides + Fatty Acid (Linoleic Acid) + Cholesterol.** **Lipids** (fat molecules) help strengthen skin's natural barrier. Infused with ceramides, this formula helps reinforce skin's protective layer, making it more resilient to irritants, pollutants and harsh environmental aggressors

#### Visibly soothes skin:

Formulated with **Uniflavon™** and **Magnolia Extract** to help soothe and calm visible irritation.



**Uniflavon™** consists of two plant extracts – Chinese Skullcap Root Extract and Moso Bamboo Leaf Extract—both known for anti-irritation properties. **Uniflavon™** helps interrupt skin's irritation cascade and reduce visible irritation, leaving skin looking calmer and soothed.



**Magnolia Extract**, retrieved from the bark of the plant, works with **Uniflavon™** to quell visible signs of irritation.

- **Caffeine** – a commonly used ingredient for anti-irritation benefits.
- **Licorice Root Extract** contains flavonoids which are known for their powerful anti-irritation properties.
- **Fucoidan**, a bioactive compound derived from brown seaweed, soothes and calms visibly irritated skin.

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# Daily Calm™ Soothing Repair Cream

## Testing

Tested on panelists with very sensitive skin:

### After 1 use:

- Repairs skin's barrier\*
- Visibly reduces irritation\*\*
- Smooths, hydrates and visibly improves redness, radiance and texture\*\*\*
- 84% of panelists showed more resilient looking skin to the onset irritation\*\*

\*Clinical testing on 29 women after 2 hours.

\*\*After pre-treatment period, clinical testing on 25 people measured for 150 minutes, versus untreated control.

\*\*\*Clinical testing on 33 women immediately after using product.

### Overtime:

Strengthens barrier for stronger, healthier looking skin\*\*\*\*

\*\*\*\*Clinical testing on 33 women after 4 weeks.

### After 1 use:

- 97% say skin feels soothed\*
- 95% say skin feels hydrated\*
- 96% say skin feels more comfortable\*
- 95% say skin feels relieved\*
- 93% say skin feels less irritated\*\*

\*Consumer testing on 140 women immediately after using product.

\*\*Consumer testing on 60 women immediately after using product.

### In 2 weeks:

- 93% say skin feels less sensitive\*\*\*
- 95% say skin feels healthier\*\*\*

\*\*\*Consumer testing on 139 women after 2 weeks of product use.

\*\*\*\*Clinical testing on 33 women after 4 weeks.

### In 4 weeks:

- 97% say skin feels smoother\*\*\*\*
- 90% agree they felt an improvement in dry itchiness\*\*\*\*\*

\*\*\*\*Consumer testing on 138 women after 4 weeks of product use.

\*\*\*\*\*Consumer testing on 94 women after 4 weeks of product use.

## How to Use

Apply to face and around eye, including eyelids. Use twice daily after Daily Calm™ Gentle Cream Cleanser. Follow with SPF protection in the morning.



Allergy Tested. 100% Fragrance Free. Dermatologist tested. Ophthalmologist tested. **Proven safe and effective for sensitive and very sensitive skin. Safe for use around the eye area including lids. Tested on all skin tones. Safe for sensitive eyes and contact lens wearers.** Non-comedogenic / Non-acnegenic.

**Appropriate for use as soon as 1 day post procedure\*.**

\*Shown to be safe for use beginning 1 day after Intense Pulsed Light (IPL) treatment in 2-week clinical usage test.



Daily Calm™ Makeup Balm is a sheer foundation balm that visibly evens skin tone, rapidly soothes the look of irritation, plus improves the look and feel of bare skin.



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# Daily Calm™ Makeup Balm

**Powerfully effective. Remarkably Gentle.**

## What It Is

**Clinique Daily Calm™** — Clinique's complete skincare-to-makeup system that rapidly soothes, visibly improves and helps prevent future irritation.

**Daily Calm™ Makeup Balm** is a sheer foundation balm that visibly evens skin tone, rapidly soothes the look of irritation, plus improves the look and feel of bare skin.

## Who It Is For

All Skin Types. Those experiencing **temporary sensitivity, sensitive and very sensitive skin**. Safe for **sensitive eyes and contact lens wearers**.



Available in 8 flexible shades that adapt to a range of skin tones.



Light



Light Medium 1



Light Medium 2



Light Medium 3



Medium



Medium Deep



Deep 1



Deep 2

## How to Use



After prepping skin with Daily Calm™ Gentle Cream Cleanser + Daily Calm™ Smoothing Repair Cream, use clean fingertips to rub surface of the balm in a circular motion to melt product and gather desired amount of product. Apply to face, blending gently to desired coverage. Re-apply as needed.

Remove prior to cleansing skin with Take The Day Off™ Cleansing Balm to dissolve makeup and SPF. **Both are safe for sensitive skin and sensitive eyes.**

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# Daily Calm™ Makeup Balm

**Powerfully effective. Remarkably Gentle.**

## What It Does

- Sheer, buildable coverage helps visibly even tone
- Blurring optics help soften the look of irritation
- Refreshing formula rapidly soothes visible irritation, leaving skin feeling soothed/comforted, so you can wear makeup even on your sensitive days
- Over time, bare skin looks less red and less dull with renewed smoothness and texture
- Clinically proven to be safe and effective on very sensitive skin.

## Makeup Performance

- Melts into skin on contact for a smooth, non-greasy feel
- Color true; Sweat & humidity resistant; Non-caking; Resists settling; Non-poring

### Texture

Silky balm

### Technology

- **Hyaluronic acid** helps boost hydration.
- **Lipid trio** helps strengthen skin's barrier to help prevent future irritation.
- Formulated with **Uniflavor™** and **Magnolia Extract** to help soothe + calm visible irritation.



**Uniflavor™** consists of two plant extracts – Chinese Skullcap Root Extract and Moso Bamboo Leaf Extract—both known for anti-irritation properties. **Uniflavor** helps interrupt skin's irritation cascade and reduce visible irritation, leaving skin looking calmer and soothed.



**Magnolia Extract**, retrieved from the bark of the plant, works with **Uniflavor™** to quell visible signs of irritation.

### Testing

#### **In 1 use:**

- Visibly reduces irritation
- Strengthens skin's barrier

#### **After application:**

- 95% said skin feels soothed and more comfortable\*
- 93% said skin feels less sensitive and less irritated\*\*

#### **In 2 weeks:**

- Bare skin is visibly less red, less dull, with renewed smoothness and texture\*\*\*
- 97% said balm helps skin look healthier\*\*\*\*
- 95% said skin feels calmer wearing makeup balm and bare skin feels calmer\*\*\*\*
- 95% agree product is gentle enough for sensitive skin, powerful enough for results\*\*\*\*
- 95% said makeup balm reduces the look of skin discoloration (e.g., redness, purple, ashen-grey or darker brown tones)\*\*\*\*
- 93% said bare skin feels less sensitive\*\*\*\*
- 91% agree "I can wear this makeup even when my skin feels sensitive"\*\*\*\*
- 91% agree this product is a unique blend of makeup + skincare\*\*\*\*

\*Clinical testing on 33 women immediately after product use.

\*\*Clinical testing on 33 women after 1 hour.

\*\*\*After pre-treatment period, clinical testing on 25 people measured for 150 minutes, versus untreated control.

\*\*\*\*Consumer testing on 133 women immediately after product use.

Allergy Tested.  
100% Fragrance Free.  
Dermatologist tested.  
Ophthalmologist tested.  
**Clinically proven safe and effective for sensitive and very sensitive skin. Safe for use around the eye area including lids.** Tested on all skin tones. **Safe for sensitive eyes and contact lens wearers.** Non-comedogenic / Non-acnegenic.  
**Appropriate for use as soon as 1 day post procedure\*.**

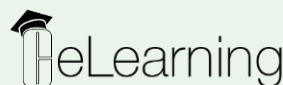
\*Shown to be safe for use beginning 1 day after Intense Pulsed Light (IPL) treatment in 2-week clinical usage test.

#Meet-A-Hero



## **Take the Day Off™ Cleansing Balm**

Our #1 makeup remover, in a silky balm formula, instantly dissolves long-wearing makeup + SPF, rinses completely. Safe for sensitive skin and sensitive eyes.



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**CLINIQUE**

# Daily Calm™ Makeup Balm



## Who Gets Which Balm Shade...

Match your client's **Even Better™ Makeup** shade to the chart below to find their **Daily Calm™ Makeup Balm** shade.

### Light



CN0.5 Shell  
CN0.75 Custard  
WN01 Flax  
CN02 Breeze  
WN04 Bone  
CN08 Linen  
CN10 Alabaster  
WN12 Meringue  
WN16 Buff

### Light Medium 1



CN18 Cream Whip  
CN20 Fair  
CN28 Ivory  
CN29 Bisque  
WN38 Stone  
CN40 Cream Chamois

### Light Medium 2



WN44 Tea  
WN48 Oat  
WN46 Golden Neutral  
CN52 Neutral  
WN54 Honey Wheat

### Light Medium 3



WN56 Cashew  
CN58 Honey  
CN62 Porcelain Beige  
WN64 Butterscotch  
WN69 Cardamom  
CN70 Vanilla  
CN74 Beige

### Medium



WN76 Toasted Wheat  
CN78 Nutty  
WN80 Tawnied Beige  
WN82 Latte  
CN90 Sand  
Wb 94 Deep Neutral

### Medium Deep



WN96 Chai  
WN98 Cream Caramel  
WN100 Deep Honey  
WN104 Toffee  
WN110 Chestnut  
WN112 Ginger  
WN114 Golden  
WN115.5 Mocha

### Deep 1



CN116 Spice  
WN118 Amber  
WN120 Pecan

### Deep 2



WN122 Clove  
WN124 Sienna  
WN125 Mahogany  
CN126 Espresso  
CN127 Truffle

Even Better™ Makeup

Even Better™ Makeup

# Daily Calm™

## Lip + Cheek Color

**Powerfully effective. Remarkably Gentle.**

### What It Is

**Clinique Daily Calm™** — Clinique's complete skincare-to-makeup system that rapidly soothes, visibly improves and helps prevent future irritation.

The **Lip + Cheek Color** is a soothing multi-use balm that delivers a soft touch of color for lips and cheeks—so you can wear makeup even on sensitive days. Adds soft color, visibly soothes irritation, hydrates and strengthens skin's barrier.



### Who It Is For

All Skin Types. Those experiencing **temporary sensitivity, sensitive and very sensitive skin.**

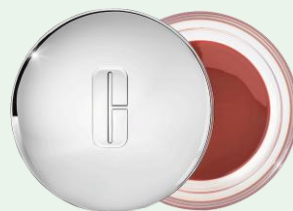
Available in 6 shades that work on a range of skin tones.



Whisper



Plush Petal



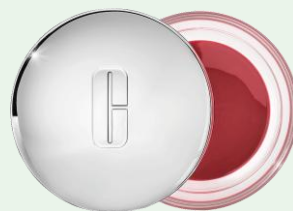
Tenderheart



Sweet Nectar



Gentle Currant



Soft Berry

### How to Use

With clean fingertips, massage product in a circular motion until surface breaks and an ample amount of product is on fingertips. Glide product onto lips, dab product onto apple of cheeks. **Soothing formula can be applied often.**

# Daily Calm™

## Lip + Cheek Color

**Powerfully effective. Remarkably Gentle.**

### Texture

Soothing balm

### Technology



**Uniflavor™** consists of two plant extracts – Chinese Skullcap Root Extract and Moso Bamboo Leaf Extract—both known for anti-irritation properties. **Uniflavor** helps interrupt skin's irritation cascade and reduce visible irritation, leaving skin looking calmer and soothed.



**Licorice extract** – a plant with skin soothing properties.

### Testing

#### In 1 use:

- In 1 use, visibly improves lip texture and strengthens the barrier of the delicate lip and cheek areas.\*
- 100% demonstrated visibly improved lip texture and the look of dryness\*\*

#### Daily use:

With daily use, helps sensitive lips and cheeks retain vital moisture.

\*Clinical testing on 35 women immediately after product use.

\*\*Clinical testing on 35 women after 1 hour.

Allergy Tested. 100%  
Fragrance Free.  
Dermatologist tested.  
**Clinically proven safe  
and effective for  
sensitive and very  
sensitive skin.** Non-  
comedogenic / Non-  
acneogenic.

**Dermatologist-  
assessed safe for use  
on very sensitive skin.**

Whisper  
Plush Petal  
Tenderheart  
Sweet Nectar  
Gentle Currant  
Soft Berry



#Meet-A-Hero



**Take the Day Off™ Cleansing Balm/Oil**  
Our #1 makeup remover, in a silky balm or oil formula, instantly dissolves long-wearing makeup + SPF, rinses completely. Safe for sensitive skin and sensitive eyes.



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