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The Esse Clarifying Range

ESSE CLARIFYING



Clarifying Cleanser

100ml/3.4 fl. oz. plastic bottle with pump



Clarifying Oil

15ml/0.5 fl oz plastic bottle with pump



Clarifying Serum

30ml/1 fl oz plastic bottle with pump



Clarifying Spot Corrector

10ml/0.34 fl oz plastic bottle with pump



The Clarifying Cleanser, Clarifying Oil, Clarifying Serum, and Clarifying Spot Corrector are all BIOME+ formulations.

Acne

An overview

Driving factors of Acne

Most dermatology textbooks will tell you that there are four main factors that drive acne:

1. High oil production
2. Hyperkeratinisation at the exit of the pilosebaceous unit (PSU)
3. Bacterial overgrowth
4. Inflammation

The relative importance assigned to each of these factors has changed over the years. These days, acne is increasingly viewed as an inflammatory skin disease. For example, chronic low-level inflammation seems to be the root cause of hyperkeratinisation. Breakdown of barrier function in the PSU and the subsequent inflammation also seems to be the cause of bacterial overgrowth.

Why does acne mostly occur on the face?

To form a comedone, you need a pilosebaceous unit (PSU) that can block up to restrict the flow of oil onto the surface of skin.

The sebaceous gland cannot completely stop oil production, so if there is a blockage the oil will fill the PSU, stretching the internal structure until barrier function is disrupted and water from the surrounding tissues enters the sebaceous gland. Available water allows the growth of large numbers of microbes and forces the immune cells to deal with these. The pus in a comedone is largely a mix of oil and dead white blood cells.

The face has a higher concentration of sebaceous glands which is why acne occurs mostly on the face.

Cleansing and Acne

If inflammation is the major driver behind acne, then we need to look at what might cause inflammation. Poor diet, lack of physical activity and stress can all increase inflammatory levels ... but these are largely beyond our control. What we can do something about is barrier function. Good barrier function means that the outside stays out, so there is little activation of the skin's immune response and low levels of inflammation.

Many brands take the following approach to cleansing for "problem skin": - they know that clients with acne have oily skin, and this often leaves them with a "dirty" feeling on their skin. It seems that in order for a client to be satisfied with a product, the oil should be stripped off skin, leaving the client's skin feeling "squeaky" clean.

Unfortunately for the client, the harsh surfactants that are used in cleansers (like SLS) are the same chemicals that are used as the benchmark for irritating skin. These foaming agents break down barrier function and allow pathogens and toxins to cross the stratum granulosum and activate the skin's immune system, causing inflammation. Not a great result in our opinion and there isn't much in the academic literature to support this approach either¹.

The other effect of stripping the skin of its natural oils is to cause the sebaceous glands to produce more oil. High oil production is another driver of acne, so again, not a good idea in our opinion.

Harsh astringent cleansers also remove much of the microbial population on the surface of skin. If your skin microbiome is important for barrier function by maintaining T-junctions in the stratum granulosum, then this might not be the perfect solution either.

The Importance of Vitamin D Synthesis

Our skin needs sunlight in order to synthesise Vitamin D.

Due to our modern indoor lifestyles, as well as the overuse of sunscreens, we have reduced our sunlight exposure significantly, which has resulted in Vitamin D deficiency among many populations, even in sunny countries.

People living a westernised lifestyle spend an average of 93% of their time indoors or in an enclosed vehicle. This is a very recent phenomenon and for our entire evolutionary history, humans have been outdoors and exposed to sunlight for many hours every day, resulting in far higher Vitamin D levels than are common today. Vitamin D levels average around 20ng/ml in westernised cultures but normal Vitamin D levels for hunter-gatherers are between 40 and 60ng/ml.

Calcitriol is the biologically active form of Vitamin D₃. It performs multiple roles in skin such as:

- › Regulating the immune response and reducing inflammation
- › Regulating sebocyte differentiation to reduce sebum production
- › Improving barrier function to reduce inflammation
- › Increasing anti-microbial peptide (AMPs) production in skin cells to reduce bacterial overgrowth.

Acne severity has been linked to Vitamin D deficiency. The lower the Vitamin D level the more severe the acne.

The Esse Solution to Acne

Acne is a modern skin affliction. Your great grandmother probably didn't get breakouts as a teen or as an adult. People living traditional lifestyles either have very low acne rates or the disease is completely unknown to them. Now more than 80% of teens have inflamed pustules on the most visible parts of their skin.

This is not natural.

This is what happens when you remove an animal from its habitat and put it in a zoo. We have voluntarily distanced ourselves from the natural world and the result has been an explosion of non-communicable disease. How do we rewild ourselves?

We can't go back to living in the wild. If we're going to be happy and healthy, we must **mimic the conditions for which we have evolved.**

- › Esse can't exercise for you or gift you the willpower to avoid processed foods. What we can do is create a clean product that uses biotechnology to offer a sustainable solution:
- › We've incorporated more than 1 billion live probiotic bacteria per ml to help

restore the constant microbial chatter that your skin's immune system expects.

- › We've used Provitamin D to try to compensate for the fact that you're probably indoors almost all day.
- › Instead of synthetic retinoids, we've used bakuchiol, a plant extract that delivers the same results without the nasty side effects.
- › We've also used prebiotics to try to reshape your skin microbiome.
- › We've avoided the synthetic ingredients that might pollute your skin's ecosystem.
- › We have formulated a very mild cleanser that will remove makeup with minimal disruption to the skin.



Clarifying Cleanser

gently detoxifying

100ml/ 3.4fl. oz. plastic bottle with pump

A non-foaming and non-stripping charcoal-infused cleanser soothes with probiotic extracts.

- › acne skins

Esse Sales Pitch: Salicylic Acid gently exfoliates to unclog pores while activated charcoal detoxifies.

Features

- › Effectively absorbs excess oils without stripping the skin
- › Reduces inflammatory cytokines and strengthens barrier function.
- › Reduces populations of yeasts like *Malassezia*.
- › Level 2 postbiotics provides a concentrated anti-microbial peptide complex.

Key ingredients

- › Salicylic Acid – reduces sebum production, gently exfoliates and balances pH to ensure a balanced skin microbiome.
- › Bamboo Charcoal – absorbs excess oils and toxins, detoxing the skin without disrupting the barrier function.
- › Lactobacillus Lysates – provides an AMP complex to shift the populations of bacteria on the skin and inhibit the growth of pathogens.

100% Natural
84% Organic
100% Vegan
100% Cruelty Free

Contraindications

Perform a patch test if aspirin allergy is suspected

Use

Apply evenly to the face and massage to loosen make-up.

Wipe off with a damp cotton pad or cloth. Rinse with cold or lukewarm water



Clarifying Oil

a light easily absorbed facial oil

15ml/0.5fl oz plastic bottle with pump

This facial oil contains a synergy of live probiotics to shift the microbiome and act as sebum support to reduce the skin's oil production.

- › acne skins

Esse Sales Pitch: Clarifying Oil with Live *Lactobacillus* to rebalance the skin microbiome.

Features

- › Contains Live Lactobacillus at more than 1 billion CFUs per ml.
- › Regulates immune response.
- › Improves and inhibits inflammation
- › Regulates sebum production and maintains the integrity of sebum
- › Improves barrier function.
- › Controls and reduce bacterial overgrowth.

Esse introduces four strains of live Lactobacillus probiotics at more than 1 billion colony forming units per millilitre. Lactobacillus is a healthy contributor to the skin microbiome and these species have been shown to significantly reduce inflammation whilst being antifungal and improving skin hydration and wound healing.

The inclusion of Provitamin D, also called 7-Dehydrocholesterol, provides the starting material your body needs to make Vitamin D3, boosting synthesis in the skin in the presence of sunlight. We recommend exposing the skin to 15 minutes of sunlight prior to applying an SPF to ensure proper activation of Vitamin D synthesis.

Key ingredients

- › Provitamin D – generates Vitamin D, which regulates immune responses and helps resolve inflammation.
- › Bakuchiol – controls bacterial overgrowth, maintain sebum integrity and prevents inflammation.
- › Live Lactobacillus blend – improves the inflammatory response and positively shifts the skin microbiome.

100% Natural
65% Organic
100% Cruelty Free

Use

The actives in the Clarifying Serum and the Clarifying Oil are complementary and they need to be used together.

Apply 1-2 pumps of the Clarifying Oil to the facial area before using the Clarifying Serum to enhance the penetration of the oil. Tailor the amount of oil to suit your skin condition. Apply morning and evening



Clarifying Serum

skin supplement

30ml/ 1fl. oz. plastic bottle with pump

A skin supplement with 2% Salicylic Acid to help keep pores clear and Niacinamide to regulate oil production. Probiotic extracts and prebiotic nutrients to boost skin's barrier function.

- › acne skins

Esse Sales Pitch: Activates Clarifying Oil by releasing live *Lactobacillus* microbes and creating optimum growth conditions.

Features

- › Keratolytic properties reduce the chance of blocked PSUs.
- › Boosts the barrier function by promoting ceramide production.
- › Aids in wound healing and scar treatment.
- › Reduce inflammation by interrupting the cytokine cascade.
- › Inhibit the growth of pathogenic microbes.

Key ingredients

- › Salicylic Acid – controls yeast populations like *Malassezia* and addresses keratosis.
- › Niacinamide (Vitamin B3) – reduces inflammation, boosts barrier function and regulates sebum production.
- › Hyaluronic Acid – improves wound healing and scar management.
- › Tyndallised *Lactobacillus* – improves the quality and quantity of T-junctions and improves barrier function.
- › Prebiotics – activates the skin's own defence systems.
- › Myrothamnus – provides polyphenol antioxidant support and rapid moisturisation.

96% Natural

81% Organic

100% Vegan

100% Cruelty Free

Contraindications

Perform a patch test if aspirin allergy is suspected

Use

For best results, use after the Clarifying Oil. Apply 2-3 pumps evenly over the Clarifying Oil in the morning and evening.



Clarifying Spot Corrector

targeted spot treatment

10ml/ 0.34fl. oz. plastic bottle with pump

A targeted spot treatment to ensure spot and inflammation relief.

- › acne skins
- › breakout-prone skins
- › skins undergoing a detox

Esse Sales Pitch: Salicylic Acid controls bacterial overgrowth while Niacinamide promotes healing.

Features

- › Controls the overgrowth of bacteria and yeasts.
- › Maintains the integrity of sebum by slowing the degradation of squalene.
- › Reduces the formation of inflamed comedones.

Key ingredients

- › Bakuchiol – controls bacterial overgrowth and reduce inflammation.
- › Salicylic Acid – reduces populations of yeasts like *Malassezia*, reduce sebum production and anti-inflammatory.
- › Niacinamide (Vitamin B3) – reduces inflammation and promotes healing.
- › Lactobacillus Lysate – positively shifts the populations of bacteria on the skin, inhibiting the growth of pathogenic species.
- › Tyndallised Lactobacillus – improved quality and quantity of T-junctions improves barrier function.

96% Natural

59% Organic

100% Vegan

100% Cruelty Free

Contraindications

Perform a patch test if aspirin allergy is suspected

Use

Apply sparingly and directly to breakout or problem areas. Apply morning and evening after the Clarifying Oil and Clarifying Serum.

Esse Clarifying Certified Organic Products

The following Clarifying products have met the minimum criteria in order to obtain organic certification:

- › Clarifying Cleanser



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