



## — PRODUCT GUIDE

# BE GENTLE™ Creamy Cleanser

Removing Skin Impurities & Soothing / Skin Conditioning /  
Cleanse

120 ml | 4 fl. oz.

## Why you'll love it

This ultra-mild creamy cleanser gently releases trapped makeup, surface oil, and dead surface cells while softening and smoothing, revealing a clean, moisturised, revitalised complexion.

### TARGETS TO IMPROVE

- Dry and sensitive skin
- Skin that feels tight and is easily irritated
- Dull-looking, rough feeling skin

### IDEAL FOR THOSE WHO

- Have skin that craves a soothing and calming daily refresher
- Want to improve the look and feel of ageing skin
- Want a gentle cleanser that leaves skin feeling moisturised

### RESULTS

- 100% of users agree the cleanser gently removed impurities and environmental elements without stripping their skin.\*
- 100% of users agree the cleanser left their skin clean without feeling tight or dry.\*
- 100% of users experienced soothed, calm and comfortable skin immediately after use.\*
- After 14 days, 100% of users noticed improvement in the skin's appearance, brightness and texture, with a more even skin tone.\*
- Proven 24 hours of hydration and moisture.\*\*

\*Based on self-assessments of 50 women in a 14-day study.

\*\*Based on 31 women in a 24-hour instrumental test.

### HOW TO LAYER IT

BE GENTLE™ Creamy Cleanser is a Step 1 Cleanse product. It is the first step in your skincare routine. Follow with your favourite MONAT Skincare products.

### HOW TO USE IT

Use daily, morning and night.

Apply a small amount to damp skin. Gently massage over face and rinse with warm water. Follow with MONAT Skin Revitalizing Essence™.

**Healthy skin tip:** Apply sunscreen 15 minutes before heading outside.

### HOW TO DEMONSTRATE IT

First, determine your customer's skin type to properly suggest their recommended skincare routine.

To demonstrate, apply a small amount on the back of your customer's hands. Cleanse the skin by following the usage steps. For optimal results, follow with the full MONAT Skincare Routine.

### WORKS WELL WITH

#### **Skin Revitalizing Essence™**

A lightweight nurturing water that quickly hydrates and replenishes skin, giving a smoother, brighter, more radiant complexion.

#### **Rewind™ Age Control Nectar**

A supercharged serum that floods the skin with cosmetic active ingredients to help improve uneven skin tone, loss of elasticity, and the appearance of fine lines and wrinkles for an instantly smoother appearance.

# Ingredient Overview



## REJUVENIQE S™

A blend of 13+ naturally derived plant and essential oils rich in omega fatty acids, antioxidants and nutrients highly compatible with the skin and hair.



## GINGER ROOT AND BISABOLOL

Soothes and hydrates the skin.



## PEPTIDE

A blend of amino acids that temporarily tighten and plump the skin's appearance.



## NATURAL FRUIT ACIDS (AHAS)

Smooths and brightens the skin's appearance.

### DID YOU KNOW?

This ultra-mild creamy cleanser gently releases trapped makeup, surface oil, and dead surface cells while softening and smoothing, revealing a clean, moisturised, re-texturised complexion.

### INGREDIENTS:

Aqua/Water/Eau, Sodium Cocoyl Glutamate, Cetearyl Alcohol, Sodium Cocoyl Isethionate, Glyceryl Stearate SE, Helianthus Annuus (Sunflower) Seed Oil, Cetearyl Glucoside, Glycerin, Cetyl Alcohol, Butyrospermum Parkii (Shea) Butter, Sodium Lauroyl Glutamate, Sodium Astrocaryum Murumuruatate, Trifluoroacetyl Tripeptide-2, Bisabolol, Zingiber Officinale (Ginger) Root Extract, Glycolic Acid, Mangifera Indica (Mango) Pulp Extract, Musa Sapientum (Banana) Pulp Extract, Saccharum Officinarum (Sugarcane) Extract, Limnanthes Alba (Meadowfoam) Seed Oil, Crambe Abyssinica Seed Oil, Camellia Oleifera Seed Oil, Solanum Lycopersicum (Tomato) Seed Oil, Daucus Carota Sativa (Carrot) Seed Oil, Citrus Limon (Lemon) Peel Oil, Citrus Aurantifolia (Lime) Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Adansonia Digitata Oil, Mauritia Flexuosa Fruit Oil, Cocos Nucifera (Coconut) Oil, Gardenia Taitensis Flower Extract, Moringa Oleifera Seed Oil, Caryocar Brasiliense Fruit Oil, Olea Europaea (Olive) Fruit Oil, Simmondsia Chinensis (Jojoba) Seed Extract, Tocopherol, Sodium Polyacrylate, Xylitol, Caprylic Acid, Glyceryl Stearate, Dextran, Fragrance/Parfum, Ethylhexylglycerin, Benzyl Alcohol.

- ✓ **Yes!** We Only Use Safe, Clinically Tested Ingredients
- ✓ **Yes!** We Use Safe Colourants
- ✓ **Yes!** We Use Safe Fragrances
- ✓ **Yes!** We Are Vegan and Animal-Friendly

- ✓ **Yes!** We Are:



GLUTEN FREE



VEGAN



LEAPING BUNNY CERTIFIED

- ✓ **Yes!** We Are Modern Nature™