

### **SLIDE 1:**

TODAY WITH TAGRA:  
Biphasic Salicylic Acid Cleanser

*[Tagra logo]*

### **SLIDE 2:**

*Actress:* Instantly reveal brighter, smoother, healthier-looking skin!

This biphasic hybrid cleanser formula features Tagra's WS SA50 and CelluOil Ment to gently exfoliate dead skin cells, unclog pores, and reduce inflammation and excess sebum with a cooling, fresh feel.

Plus, the addition of Tagra's Pink to White CameleonCaps creates a color-changing application experience, letting you know when the cleanser has officially worked its magic and is ready to be rinsed off!

#### ***Slide on side:***

**WS SA50:** Water-soluble salicylic acid

**CelluOil Ment:** Microencapsulated menthol

**CamelonCap Pink to White:** Microencapsulated pigment that turns from pink to white upon use.

### **SLIDE 3:**

*[Actress shows ingredients on the table and explains them.]*

*Actress:* Ready to meet these three revolutionary ingredients?

**WS SA50** is a water-soluble salicylic acid—if you suffer from problematic, acne-prone skin, you've surely heard of salicylic acid!

It's an industry-favorite for combatting breakouts. But unfortunately, it's typically made with alcohol, making it irritating and drying for skin... the last thing that sensitive, blemished skin needs!

Luckily, our water-soluble formula lets you create water-based salicylic acid cleansers. They'll still control breakouts, reduce oil, and refine pores, but in a gentler and more effective way. No more irritation or dryness!

This **CelluOil Ment**, a microencapsulated form of menthol essential oil, lets you incorporate the oil without the need for solubilization and without the risk of crystallization.

The ingredient is released *only* once its rubbed onto the skin, allowing the user to experience full potency, anti-inflammatory benefits, and a cooling, fresh effect with every use.

Last but not least, this **CameleonCap Pink to White** is a playful and colorful way to ensure you have a complete and effective cleansing experience—massage onto skin until the color changes, and you're ready to rinse!

#### **SLIDE 4:**

*Formula Table (Shaher to complete)*

Actress: Here you can see the simple one-step formula!

#### **SLIDE 5:**

*[Formula ready, Actress shows product before shaking it.]*

Actress: Check out the final product!

Our cleanser is based on a biphasic hybrid formula—the viscosity of the capsules allows for sedimentation, resulting in a solid phase at the bottom.

Then, a water-soluble blue dye colors the water phase on top, enhancing the formula's clean, fresh feeling.

#### **SLIDE 6:**

Actress: Before using the cleanser, we've got to give it a good shake! I'm super excited to try this out!

*[Starts shaking formula]*

*[While shaking]* So, I'm shaking the formula to mix the two phases together, and then applying directly to my skin—no need to wet it first!

*[Begins massaging into skin]*

While I massage the cleanser into my skin, the microcapsules are being broken. You know because they're releasing the intense, white color!

*[takes short, 1.5-2 second deep breath in]*

You can also smell the fresh mint from the CelluOil Ment. It's very cooling and refreshing, and remember, it also has anti-inflammatory properties.

Oh, and look! You can see the formula changing from pink to white as I massage it into my skin, thanks to the Pink to White CameleonCaps. This makes it so fun, I love it!

The color change lets me know that I've activated all of the ingredients and that the salicylic acid is really going deep into my pores and removing impurities.

So now I'll rinse thoroughly with water...

And here's a look at the final results! My acne-prone skin feels clean and fresh, my usual oiliness is under control but without feeling too dry, and I know it's fighting all of my breakouts. I'm obsessed.

### ***SLIDE 8:***

Are you ready to formulate with WS SA50, water-soluble salicylic acid, from Tagra?

For more information, contact us at [info@tagra.com](mailto:info@tagra.com)!