

REPLY Oil to Foam Cleanser is a premium face cleanser designed to cleanse and nourish your skin with a 2-in-1 formulation. Each ingredient was carefully selected to invigorate your skin with a refreshing, cleansing effect that is gentle enough for sensitive skin.

How is REPLY Oil to Foam Cleanser Unique?

- Utilizes barley seed extract to soothe and nourish sensitive skin
- 2-in-1 formulation that combines an oil-based and a foaming cleanser
- Promotes healthy and vibrant skin

Oil to Foam Cleanser

REPLY Oil to Foam Cleanser combines the benefits of an oil-based and foaming cleanser to create a convenient 2-in-1 formulation. The product begins as an oil-based gel consistency and then converts to a foamy lather when it comes in contact with water, providing a dual cleansing benefit. This cleanser is highly effective in removing makeup, which includes waterproof or long-lasting formulas. The oil base assists in dissolving and lifting stubborn makeup residue while the foamy lather emulsifies the oil and allows for easy cleansing. This action leaves the skin clean and makeup-free.

Our skin has an oily substance that preserves moisture called sebum. Some individuals produce too much, however, REPLY Oil to Foam Cleanser can attract and dissolve excess sebum, dirt and impurities while also cleansing pores to leave skin refreshed and clean. Even with the deep cleanse provided by this formulation, it is gentle on all skin types. It also helps to maintain the skin's natural barrier, preventing excessive stripping of moisture.

Convenience and time management are also important in any skincare system. Since our Oil to Foam Cleanser is dual actioned, it eliminates the need for a separate makeup remover and foaming cleanser, saving time and money.

While cleansing is the main function of this product, the addition of many nourishing botanical ingredients, such as barley seed extract, gotu kola extract, coconut oil and more, help to replenish and hydrate the skin leaving it feeling soft, supple and refreshed.

Key Benefits and Features

- Dual cleansing benefits
- Reduces expression of pro-inflammatory biomarkers
- Maintains skin's natural moisture barrier

Barley Seed Extract

(*Hordeum vulgare*)

Barley seed extract has demonstrated the ability to influence gene expression related to soothing, revitalizing and repairing sensitive skin. Gene expression is the process by which information found within genes is used to create functional products such as proteins or RNA molecules. It specifically targets genes involved in the inflammatory cascade, stress response, repair mechanisms and barrier function.

In a DNA microarray study on human epidermal keratinocytes, barley seed extract was found to downregulate the expression of IL-1 and IL-1RAcP genes. These findings suggest that barley seed extract may help reduce the production of pro-inflammatory cytokines and mitigate the inflammatory response mediated by the interleukin 1 receptor.

Cocamidopropyl Betaine

Cocamidopropyl betaine is a mild and gentle surfactant (decreases surface tension) derived from coconut oil. It can interact with water to create a micellar structure to encapsulate and lift away impurities from the skin. It also contributes to the formation of a stable, luxurious foam when combined with other mild surfactants such as coco-glucoside, which is also derived from coconut oil and glucose. The two work synergistically to create a well-balanced cleansing and nourishing formulation.



Gotu Kola Extract (*Centella asiatica*)

Gotu kola has soothing and inflammatory-fighting properties that can calm and reduce redness and irritation that may occur when cleansing the skin. This botanical also contains triterpenoids such as asiaticoside, madecassoside, and aspartic acid, which can repair skin and support the regeneration process. This in turn stimulates collagen production and improves skin elasticity. These triterpenoids also function as antioxidants that reduce the oxidative stress and damage that causes premature aging of the skin. This can also help to regulate sebum production, thereby assisting in controlling excess oil on the skin, which helps to address acne-prone or oily skin concerns.

Coconut Oil (*Cocos nucifera*)

In our Oil to Foam Cleanser, coconut oil along with jojoba seed, olive, sweet almond and safflower seed oils function as the initial cleansing agents to remove dirt, impurities and makeup from the skin by removing the excessive natural oils produced by the skin. The principle behind this function is that different types of oils have varying solubility properties. Coconut oil can dissolve or mix with other oils, including the excessive sebum produced by the skin. When coconut oil is applied to the skin, it can bind to these oil-based impurities. Then the foaming and emulsifying action of the cleanser can remove the impurities from the skin.

Coconut oil also helps to leave skin feeling soft, supple and well-hydrated, even after cleansing. Coconut oil is high in lauric acid, a fatty acid that provides moisturizing and nourishing properties. Lauric acid also inhibits the growth of some bacteria, assisting in the cleansing function.

How to use REPLY Oil to Foam Cleanser

- AM/PM - Apply to wet skin and massage over the face with fingertips, using circular movements. Rinse away with warm water and pat dry.
- Avoid getting directly in the eyes. If contact occurs, rinse thoroughly with water.
- For maximum benefits, follow cleansing with REPLY Essence/Toner and Day & Night Cream.

FAQs

Is REPLY safe to use on your skin during pregnancy?

Yes, REPLY skincare products can be used during pregnancy or nursing. If sensitivity occurs, stop using.

Are REPLY products suitable to use for people with rosacea?

Yes, individuals with rosacea can use REPLY skincare products.

Does this product contain gluten since it contains barley seed extract?

No. The barley seed extract does not contain gluten.

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