



## — PRODUCT GUIDE

# Be Gentle™ Creamy Cleanser

Purifying & Soothing / Skin Conditioning / Cleanse Step

120 ml | 4 fl. oz.

**SRP**

\$45.00 (USD)

**MP Price**

\$32.00 (USD)

**VIP Price**

\$38.00 (USD)

## Why you'll love it

Ultra-mild creamy cleanser that gently removes impurities and environmental elements while softening and smoothing by releasing trapped make-up, surface oil and dead surface cells for a clean, soft, smooth, moisturized, re-texturized complexion.

### TARGETS

- Dry and sensitive skin
- Skin that feels tight, dry, and is easily irritated
- Skin craving a soothing and calming daily refresher
- Dull looking skin that is rough to the touch
- Age control

### RESULTS

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

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

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

## What Powers It



### REJUVENIQUE S™:

MONAT's famed proprietary signature is a cornerstone of skin looking its best at every age. This clinically proven ingredient combines the nourishing and revitalizing powers of 17 botanical oils and extracts with a patented, activated oil from olive and jojoba seed extract to infuse skin with immediate and long-lasting moisture, hydration, youthful resilience and instant luminosity.



### Soothing Complex:

This gentle complex of ginger root and bisabolol helps to comfort and soothe the skin.



### Peptide:

Known for its skin rejuvenation ability, this bio-active building block helps support skin's natural collagen to reveal tighter skin, improved texture and an overall ageless appearance. MONAT's exclusive peptide helps skin to appear more cushiony, plump, supple and youthful from within.



### Natural Fruit Acids (AHAs):

MONAT's superfruit AHAs from sugar, mango, banana and cajá to energize, brighten, and refine skin. This blend of glycolic, malic, citric, mandelic and tartaric acids has different molecular weights that help support more rapid natural cellular turnover to diminish the appearance of age spots, fine lines and wrinkles while simultaneously refining the appearance of pores and promoting radiance for healthy-looking skin.

## HOW TO USE IT

- Use daily, morning and night.
- Emulsify a small amount in your hands.
- Apply to wet skin. Gently cleanse face, neck and décolletage using circular motions.
- Be sure to avoid your eyes.
- Rinse off with warm water.
- For best results, perform a double cleanse.
- Follow with your MONAT skincare routine.

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



### How To Video:

<https://youtu.be/kZgWZL966LU>

## DEMONSTRATION TIPS

- Determine your customer's skin type to suggest their recommended skincare routine.
- For best results, demonstrate on the back of one of your customer's hands.
- First, cleanse skin by following the usage steps.
- For optimal results, follow with the full MONAT skincare routine.

### DID YOU KNOW

*The temperature of the water we use to cleanse our skin is just as important as using the right cleanser. Both hot and cold water can irritate the skin. We recommend rinsing with lukewarm to warm water.*



## Recommend with:

/ Prepare: Skin Revitalizing Essence™

/ Target: Rewind™ Age Control Nectar  
(apply at night)

/ Target: Eye Smooth™

/ Replenish: Be Gentle™ Nourishing Moisturizer



## WHAT'S IN IT

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

## OUR PROMISE

Does not contain: Phthalates, SLS/ SLES or Parabens

/ Vegan / Cruelty-free / Dermatologist-approved  
/ Allergy tested / Clinically tested



VEGAN



LEAPING BUNNY  
CERTIFIED

BE GENTLE™ CREAMY CLEANSER

MONAT®