

magnetic^[+] afterglow cleanser

5.1 fl oz / 150 mL / 125 est. uses

10.0 fl oz / 295 mL / 246 est. uses



gluten-free



vegan

no artificial fragrance
or color

paraben-free



cruelty-free

what is it?

A moisture-bonding cleansing cream

who it's for

all skin types, dry, dehydration

key benefits

- Refreshing cleanse leaves a **lasting glow**
- Deposits **long-lasting hydration** + nutrients
- **Renews + revitalizes** skin daily.

key ingredients

- **Murumuru Seed Butter and Oat** soften skin and gently rinse away impurities.
- **Phyto Mucin Blend with Lotus Root Extract, 10% Glycerin, and Jojoba Esters** acts like a magnet to attract moisture and optimize your skincare routine.
- **Cellular Hydrabond Technology with Positively-charged Hyaluronic Acid** helps retain hydration like a magnet for a glowing skin barrier.

how to use it

Massage onto dampened face and neck. Rinse with warm water. Not recommended for use around the eye area.

how to introduce it to your client

client conversation starter question: “How does your skin feel right after you cleanse?”

identify the client: expressing concerns about skin looking/feeling dry + dehydrated, fine lines from dehydration and flakiness.

suggest a solution: “This moisture-bonding cleanser is a perfect addition to your skincare routine to boost hydration for that glowing glass skin effect.”

Soundbites of what this product does for the client:

- **Cleanse:** softens skin and gently rinses away impurities
- **Magnetize:** attracts moisture and optimizes your skin care routine.
- **Glow:** helps retain hydration for a glowing skin barrier.

how to describe it: a refreshing, creamy cleanser with notes of bergamot + lime.

close the sale: “Would you like to take this home today and start seeing hydrated, glowing skin? I can also show you how it fits into your current routine!”

routine builder: double cleanse with **magnetic^[+] afterglow cleanser** → exfoliation → hydrating serum → moisturizer

add to the basket: PreCleanse, Pro-Collagen Banking Serum, Circular Hydration Serum, Skin Smoothing Cream

92%
felt their skin was
**better primed
for the rest of
their skincare
routine.***

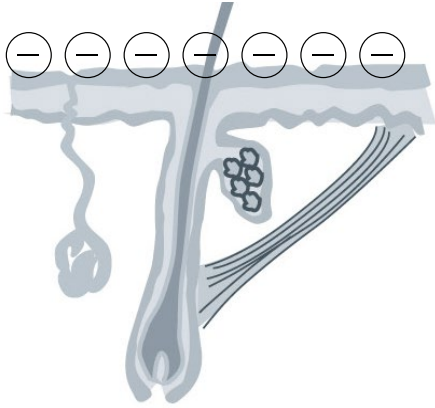


*Consumer perception results based on internal 3-day study of 38 subjects, 2 uses/day.

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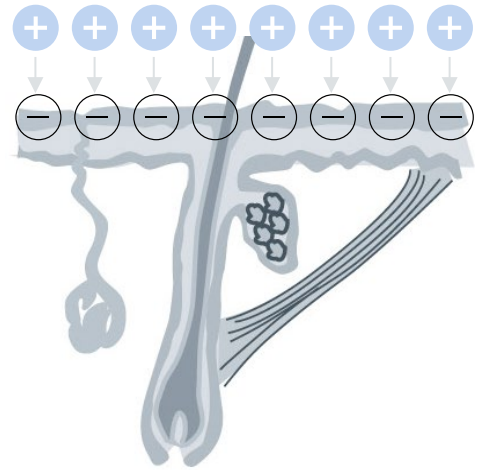
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why a [+] positive charge?



Skin's surface naturally carries a negative charge, which can have a significant impact on how skin care ingredients interact with it.

When products contain positively charged ingredients, they are naturally attracted to the skin, like magnets, where opposite charges pull toward one another.



This attraction helps ingredients adhere better to the skin, ensuring they stay in place longer and absorb more effectively



Magnetic[+] Afterglow Cleanser delivers exactly that. Infused with Cellular HydraBond Technology and positively-charged Hyaluronic Acid, this moisture-bonding cleansing cream does more than just cleanse: it acts like a magnet to actively draw hydration to the skin's surface, helping it retain moisture long after rinsing.

frequently asked questions

How does Magnetic[+] Afterglow Cleanser compare to Intensive Moisture Cleanser?

Magnetic[+] Afterglow Cleanser is ideal for clients who want glowing skin that's primed for the rest of their routine, as it uses positively charged ingredients to attract moisture and strengthen the skin barrier. For clients with very dry or barrier-compromised skin, Intensive Moisture Cleanser provides deep nourishment and lipid barrier support with its BioReplenish Complex. Both offer effective cleansing tailored to different skin needs.

How is positively-charged Hyaluronic Acid different from regular Hyaluronic Acid?

Regular Hyaluronic Acid naturally carries a negative charge, which helps it bind water and support skin hydration. The positively-charged Hyaluronic Acid used in Magnetic[+] Afterglow Cleanser is able to interact with the skin's naturally negative surface, enhancing hydration and supporting the skin barrier while preparing it for the next steps in your skin care routine.

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