

# Fresh Face

TIME FOR A FRESH PERSPECTIVE.

Replenish hydration and revive tired cells while nurturing your skin's microbiome for a visibly refreshed, luminous complexion with this gentle, pH-balanced gel cleanser.



## Not All Cleansers Are Created Equal

Facial cleansing is often underrated, seen as a quick rinse or a means to simply remove makeup and dirt. But what you use in this first step has a lasting impact on your skin's overall health and resilience. Traditional formulas can strip the skin, acting as a harsh reset that disrupts the microbiome and leaves skin more vulnerable to dehydration and irritation. Over time, that daily stress can compound, accelerating visible signs of aging and undermining other skincare efforts.

When done right, cleansing does more than remove impurities; it sets the stage for a healthier complexion. A supportive cleanser reinforces your skin's natural defenses and helps the products that follow absorb more effectively. That's why a modern approach that respects the skin's barrier and builds a strong foundation for your routine is essential.

## Cleanse with Intention

Elevate daily cleansing into a skin-nurturing ritual with **Fresh Face**. This pH-balanced gel cleanser does more than just lift away residue — it actively supports your skin's vital functions while respecting its delicate microbiome balance.

Powered by ATP-boosting ribose and multi-dimensional hyaluronic acid, it replenishes essential hydration as it gently removes impurities. Advanced ceramides work alongside niacinamide and hibiscus extract to strengthen your skin's natural moisture barrier. The result? A cleansed, refreshed, and hydrated complexion primed for the rest of your skincare routine.

## Primary Benefits

- Gently, yet effectively removes makeup, oil, and impurities — without stripping or drying — while maintaining skin's natural pH levels for microbiome balance.
- Delivers multi-dimensional hydration, enhancing skin resilience and suppleness.

- Revives tired cells and boosts radiance, promoting a refreshed, luminous look.
- Strengthens skin's protective barrier to preserve long lasting moisture and softness while antioxidants help defend against visible damage caused by environmental stressors.
- Clears away surface buildup to enhance absorption, optimizing the efficacy of the entire Plexus® Skin Health Products.

## Primary Features

- Formulated with botanicals and humectants to gently cleanse while maintaining moisture.
- Harnesses hydrating hibiscus to immediately combat dryness that disrupts vital skin functions, helping restore dull skin to a smooth and supple-looking state.
- Delivers dragon fruit's radiance-boosting antioxidants while its natural prebiotic properties nourish friendly bacteria for balanced-looking skin.
- Gentle enough for twice-daily use without causing irritation or dryness.
- Kind-to-Biome certified formula undergoes rigorous testing to maintain healthy skin microbiome balance — supporting beneficial bacteria, discouraging problematic microbes, and preserving essential microbial diversity.
- Dermatologist tested for gentleness and suitable for all skin types.
- Non-comedogenic formula doesn't clog pores for clear, breathable skin.
- Cruelty-free\*, non-GMO, hypoallergenic, and free from fragrances, harsh surfactants, phthalates, parabens, and other potentially irritating ingredients, including SLS and SLES.

\*Finished product not tested on animals.

## DID YOU KNOW?

**Over-cleansing can cause oiliness.**  
Stripping skin with aggressive products can trigger excess sebum production. Maintaining pH balance helps avoid this common rebound effect.<sup>1</sup>

**Facial skin is exposed to dozens of aggressors daily.** Including car exhaust, smog, and other aggressors – cleansing is crucial to remove these invisible stressors.<sup>2</sup>

**The "glow" is real thanks to light reflection.** Smooth, hydrated facial skin reflects light better, which is why moisturized skin appears more radiant and healthier.<sup>3</sup>

**The average person sheds approximately 30,000 to 40,000 skin cells per minute.** Cleansing helps clear the dead cells from your face before they build up and dull your glow.<sup>4</sup>

### Sources:

1. Du Y, Li X, Zhao S, Zheng X, Zhu W, Zhang J, Meng H, Dong Y. *Impact of skin sensitivity mechanisms on sebum secretion: Management strategies for oily sensitive skin*. *J Dermatol Sci Cosmet Technol*. Published 2024.
2. Aravilla E, Berardesca E, Bieber T, Gontijo G, Sanchez Viera M, Marrot L, Chuberre B, Dreno B. *The impact of airborne pollution on skin*. *J Eur Acad Dermatol Venereol*. 2019 Aug;33(8):1496–1505. doi: 10.1111/jdv.15583. Epub 2019 Apr 26. PMID: 30897234; PMCID: PMC6766865.
3. Jiang ZX, DeLaCruz J. *Appearance benefits of skin moisturization*. *Skin Res Technol*. 2011 Feb;17(1):51–5. doi: 10.1111/j.1600-0846.2010.00462.x. Epub 2010 Aug 16. PMID: 20923460.
4. *Cleveland Clinic*. Published 2021.

## Frequently Asked Questions

### How do I apply Fresh Face?

Wet face, neck, and eye area. Add a nickel-sized amount onto fingertips, gently massage into skin using a circular motion. Rinse thoroughly. Use morning and evening.

### Should I wash with hot water?

Avoid high heat. Before applying, use lukewarm water to wet your face, as hot water can strip away natural oils and dry out skin.

### Is Fresh Face suitable for all skin types?

Yes! Our formulations are designed to be gentle, effective, and non-irritating for all skin types.

### Does Fresh Face contain fragrance?

No, it does not. Fresh Face contains natural botanicals, such as lavender extract, which provide a soothing scent and skin conditioning benefits. This is different from having added fragrance.

### Can I use Fresh Face with my other Plexus® products?

Yes! Fresh Face is designed to work seamlessly with the rest of the Plexus Skin Health Products, as well as our Skin Health Line add-ons, and is compatible with all Plexus products.

### Can I use other skincare products with Fresh Face?

Yes, but keep in mind that Fresh Face is carefully formulated to enhance the benefits of the Plexus Skin Health Products. Using it alongside certain other products or ingredients may limit its full effectiveness.

### Can I use Fresh Face with my medication?

Fresh Face is formulated with gentle, pH-balanced, skin-loving ingredients – but it's always a good idea to speak with your healthcare provider or pharmacist before introducing any new skincare products. They can help ensure that the products are a good fit for your unique needs and any treatments you're currently using.

### Is Fresh Face safe for pregnant or nursing women?

As with any new skincare product, we recommend consulting with your healthcare provider before starting use during pregnancy or while nursing. They can provide personalized advice to ensure the products are safe for you and your baby.

### How should I store Fresh Face?

Keep in a cool, dry place away from direct sunlight to maintain potency and texture.



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**Ascorbyl Glucoside:** A vitamin C derivative used as an antioxidant to brighten and revitalize the look of skin, helping enhance radiance and promote a more even skin tone.

**Carbomer:** This stabilizer and emulsifier enhances texture by thickening the formula into a smooth, easy-to-lather gel.

**Ceramide Complex:** Essential skin-identical lipids that help strengthen and protect the natural moisture barrier, preventing hydration loss while supporting skin health.

• **Ceramide AP (alpha-hydroxy phytosphingosine):** A type of moisturizing fat that helps repair and strengthen the skin barrier, keeping it smooth and hydrated.

• **Ceramide EOP (esterified omega-hydroxy phytosphingosine):** A protective ceramide that helps lock in moisture and prevent water loss, keeping the skin barrier strong and healthy.

• **Ceramide NP (non-hydroxy phytosphingosine):** A skin-replenishing ceramide that supports the barrier and maintains hydration by replacing natural lipids lost over time.

**Cholesterol:** An emollient and hydrator that helps the skin retain moisture by supporting and protecting its natural lipid barrier.

**Citric Acid:** Cosmetic grade, non-GMO, pH adjuster and chelating agent used to stabilize formulas. It is used to ensure products are safe and effective.

**Cocamidopropyl Betaine:** A surfactant and cleansing agent that helps wash the skin by allowing oil and water to mix, making it easier to rinse away dirt and excess oil while enhancing lather and foam.

**Coco-Betaine:** A plant-derived surfactant made from coconut fatty acids, used for its foaming and cleansing properties, and known to help moisturize and hydrate the skin.

**Decyl Glucoside:** A mild surfactant used for cleansing that maintains the skin's moisture levels while providing gentle, effective foaming.

**Erythritol:** A humectant that helps draw in moisture and maintain the skin's water content, supporting lasting softness and hydration.

**Ethylhexylglycerin:** A preservative derived from glycerin that helps inhibit the growth of microorganisms, extending shelf life and preventing contamination.

**Glycerin:** A humectant that mimics the skin's natural moisturizing factor, by drawing water into the skin and helping prevent moisture loss. Glycerin also supports barrier function and leaves the skin feeling soft and supple.

**Hibiscus Sabdariffa Fruit Extract:** A drought-defense botanical that prevents cells from shrinking due to dryness, helping preserve vital skin functions while delivering continuous hydration that helps reverse dullness and restore the appearance of smoothness and suppleness.

**Hylocereus Undatus Fruit Extract:** Also known as dragon fruit, an antioxidant-rich extract with natural prebiotic properties that helps shield against visible damage caused by environmental factors while feeding beneficial bacteria, supporting a balanced skin microbiome.

**Hydrolyzed Sodium Hyaluronate:** Sodium hyaluronate that has undergone hydrolysis. This humectant has a smaller molecular size, allowing it to penetrate deeper into the epidermis for enhanced hydration.

**Isopropylidenediphenol PEG-2 Dimethacrylate:** A film-forming agent that creates a continuous layer on the skin, helping to protect it from environmental stressors.

**Lavandula Angustifolia:** A naturally soothing botanical that helps calm skin while providing a subtle, natural scent.

**Linalool:** A naturally occurring terpene found in lavender, recognized for its relaxing properties. Its scent can stimulate the limbic system — part of the brain that helps regulate emotions — fostering a sense of ease.

**Niacinamide:** A powerhouse form of vitamin B3 that supports barrier function, improves skin tone, and enhances overall skin health and radiance.

**Pentylene Glycol:** A humectant and solvent, Pentylene Glycol attracts and binds water to the skin, making it an effective skin-conditioning agent. It also helps other ingredients penetrate the skin by acting as a solvent.

**Phenoxyethanol:** A preservative used in skincare products to prevent microbial growth and extend shelf life. It helps maintain overall product stability.

**Phytosphingosine:** A naturally occurring lipid that serves as a building block for ceramides, which are essential to the skin's barrier function. It helps retain moisture and protects against external irritants.

**Ribose:** A naturally occurring sugar molecule that helps energize skin cells by supporting ATP (cellular energy) production, promoting the appearance of fresh, firm, and revitalized skin.

**Sodium Acetylated Hyaluronate:** A derivative of hyaluronic acid, this humectant is known for its ability to deeply hydrate the skin.

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**Sodium C14-16 Olefin Sulfonate:** Allows oil and water to mix, effectively removing dirt, oil, and impurities from the skin. It also acts as a foaming agent, contributing to the cleanser's lather.

**Sodium Chloride:** Used as a binding agent in cosmetics to help enhance the product's viscosity and overall texture.

**Sodium Hyaluronate:** A humectant that helps keep skin moisturized and plump by attracting water and supporting long-lasting hydration.

**Sodium Hyaluronate Crosspolymer:** A derivative of hyaluronic acid, this humectant helps lock in moisture and prevent transepidermal water loss (TEWL) — the evaporation of water from the skin.

**Sodium Lauroyl Lactylate:** An emulsifier that helps combine oil- and water-based ingredients, ensuring a stable and uniform texture in cosmetic formulations.

**Sodium Phytate:** A chelating agent that helps stabilize cosmetic formulations by preventing unwanted reactions and discoloration, thereby extending product shelf life.

**Sodium Sulfate:** A thickener and viscosity modifier that helps create a smooth, consistent texture in cosmetic products.

**Xanthan Gum:** A stabilizer that functions primarily as a thickener and emulsifier, helping to create a uniform and stable texture in cosmetic formulations.

## INGREDIENTS LIST

Water/Aqua/Eau, Glycerin, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Sodium Chloride, Coco- Betaine, Niacinamide, Ribose, Ascorbyl Glucoside, Sodium Hyaluronate, Sodium Acetylated Hyaluronate, Sodium Hyaluronate Crosspolymer, Hydrolyzed Sodium Hyaluronate, Hibiscus Sabdariffa Fruit Extract, Hylocereus Undatus Fruit Extract, Lavandula Angustifolia (Lavender) Oil, Ceramide AP, Ceramide EOP, Ceramide NP, Cholesterol, Phytosphingosine, Xanthan Gum, Erythritol, Carbomer, Decyl Glucoside, Sodium Sulfate, Sodium Lauroyl Lactylate, Citric Acid, Sodium Phytate, Pentylene Glycol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Linalool, Ethylhexylglycerin, Phenoxyethanol.

