



# Revitalizing Daily Cleanser

## Confidence at Every Age

Put your best face forward every day. Joyōme Revitalizing Daily Cleanser gently washes away dirt, oil, and makeup while supporting a balanced and healthy skin microbiome with rejuvenating botanicals, hydrating conditioners, and mild surfactants that condition and prime your skin.

Skin looks and feels clean, smooth, refreshed, and better than ever!



## Healthier Skin for a More Confident You

Cleaning your skin is the first step in any skincare regimen, and it's vital to keeping your skin healthy, for 3 big reasons.

1. Think about what your skin is exposed to every day: makeup, sweat, pollutants, dirt, and more! If not removed, these aggressors could potentially contribute to blemishes, dehydration, and aging. Plus, cleansing removes dead skin cells that build up on skin and cause dullness. When you slough these off, you expose healthier, more radiant-looking skin.
2. Regular facial cleansing is essential to looking younger. It's important to choose a cleanser that reduces moisture loss, balances pH levels, and primes the skin for additional skincare products. The wrong cleanser, on the other hand, can leave skin feeling dehydrated and dry and looking more wrinkled and aged.
3. Cleaning can help minimize the potential for blemishes. Tiny glands under the skin produce sebum, an oily substance that helps protect your skin. Sebum reaches the surface of your skin through hair follicles and then forms a protective barrier to help protect the skin from bacteria and other harmful agents. Excessive dirt buildup can block these pathways, leading to unwanted blemishes. Proper cleansing helps clear pores of grime and debris, reducing risk of buildup.

Skin should be consistently cleansed in the morning (to remove impurities, dead skin cells, and excess oils the skin may secrete overnight) and at night (to ensure the surface contaminants are removed). Balancing the skin and providing a clean surface allows for better penetration of skincare products to provide their full benefits.

Without this consistent care, buildup and impurities take over. Unhealthy or irritated skin can leave you feeling embarrassed and afraid to show your face (literally!) at the office, on a girls' night, or on a date.

You deserve skin that glows with confidence. No matter your age or stage of life, you should be able to love the skin you're in and get noticed for all the right reasons.

That's why there's Joyōme Revitalizing Daily Cleanser.



## How Joyōme® Revitalizing Daily Cleanser Works

Joyōme Revitalizing Daily Cleanser helps revitalize each day by helping you discover your best skin ever. This cleanser washes away the dirt, oil, and makeup that could lead to clogged pores, leaving you with a refreshingly clean face that's primed and ready for the rest of your skincare routine. (In fact, your other products are able to penetrate and work better when your skin is primed and ready!)

The Revitalizing Daily Cleanser cares for your skin with clean ingredients. Cranberry extract gently exfoliates (hello, glow!), and natural prebiotics reduce moisture loss. It's also pH formulated to support a balanced and healthy skin microbiome.

Gentle enough to use morning and night, the Revitalizing Daily Cleanser is the first step in your skincare routine, helping you put your best face forward every day!

**TIP:** Use lukewarm water when cleansing the skin. Water that is too hot can strip your skin of essential oils, making it drier and more sensitive. Cold water can cause your skin to retract and feel uncomfortable. Lukewarm water helps ensure the cleanser gets the right amount of foaming action to remove dirt and balance your natural oils appropriately.

## About the Formula

Most soap-based cleansers are high in pH and use strong detergents that can irritate the skin and weaken the skin's moisture barrier. This revitalizing formula was designed with your skin's microbiome in mind. The formulation features hydrolyzed jojoba esters, a prebiotic that promotes beneficial skin flora and leaves skin feeling incredibly soft, smooth, and hydrated. Rejuvenating Siberian Ginseng Root Extract and Rhodiola Rosea Extract visibly distress skin. Joyōme Revitalizing Daily Cleanser adheres to our Plexus® Consciously Clean Promise and is Non-GMO and BPA free.

## Joyōme Revitalizing Daily Cleanser Primary Benefits

- Gently removes dirt, oil, and makeup that could lead to clogged pores
- Helps restore and repair the skin's moisture barrier
- Leaves skin feeling soft, smooth, and hydrated
- Promotes cellular turnover to reveal fresh-looking, more radiant skin
- Conditions and primes the skin so that every product applied thereafter penetrates and works better

## Joyōme Revitalizing Daily Cleanser's Advantage

- Synergistically designed to work with Illuminating Day Serum and Intensive Overnight Repair to optimize results
- Gentle enough to use every day
- No harsh cleansers
- Refreshing Cranberry Mandarin scent
- Meets Joyōme consciously clean standards



## Who Should Use This Product?

If you're looking for a new, gentle-yet-effective cleanser that is suitable for all skin types and works synergistically with Joyōme age-defying serums, Joyōme Revitalizing Daily Cleanser is for you.

## Did You Know?

Your skin microbiome is made up of trillions of microbes that live on your skin — some are beneficial, and others are not. The right balance of these microbes is key to helping your skin look and feel healthier.



## Frequently Asked Questions

### When should you use Joyōme® Revitalizing Daily Cleanser?

It's important to cleanse morning and night to balance the skin and provide a clean surface for better penetration of your skincare products.

### Can Joyōme Revitalizing Daily Cleanser be used by anyone under the age of 18?

While designed for the needs of adults, the formula is gentle enough to be used by teenagers. We advise all users to read the entire label before use.

### How do I use Joyōme Revitalizing Cleanser?

Apply 1 pump to wet face; massage into a lather, avoiding the eyes; and rinse thoroughly with lukewarm water.



### How long will 1 bottle of Revitalizing Daily Cleanser last?

Each bottle will last about 30 days if used as directed, twice a day, morning and night.

### How do I test Joyōme Revitalizing Daily Cleanser to see if my skin is sensitive to it?

We recommend doing a patch test with the product prior to using. Test a small, pea-sized amount of product on the forearm. Wait 1-2 minutes before proceeding. If any redness or irritation develops, please discontinue use of the product. Consult your health-care professional prior to using any new skincare regimen.

### Can I use Joyōme cleanser along with Botox, chemical peels, or other cosmetic procedures?

Please inform your health-care professional that you are using Joyōme before receiving chemical peels, dermabrasion, laser treatments, or other cosmetic procedures. Joyōme Revitalizing Cleanser contains an alpha hydroxy acid that may increase your skin's sensitivity.

### Why is the skin microbiome important?

Products that support and nourish the microbiome are central to Plexus' approach to health. We recognize the incredible impact that good gut health has on all aspects of our health from digestion and metabolism to immunity and mood. But our microbiome isn't just inside us — it covers our bodies as well. A properly functioning skin microbiome is critical for healthy-looking, beautiful skin.

### Does Joyōme Revitalizing Daily Cleanser contain fragrances?

Joyōme does not contain synthetic fragrances, which are known to be potential allergens and are often made with petrochemicals and phthalates. Instead, we use a blend of naturally derived essential oils and extracts that provide the uplifting Cranberry Mandarin scent.

### Is Joyōme Revitalizing Daily Cleanser regulated by the FDA?

Yes, this daily cleanser is classified as a general cosmetic, which is regulated by the FDA. As a company, we ensure we meet or exceed all applicable FDA and industry requirements.

### What is your ingredient selection policy?

Plexus® carefully chooses ingredients that are effective and that meet our stringent safety requirements, omitting any ingredient with evidence that it may pose a potential health hazard. The formulators behind Joyōme Revitalizing Daily Cleanser have gone beyond the most stringent European Union safety standards to create products that are safe and comply with our Consciously Clean Promise. Please see our Absolutely Not List on the website for a full list of ingredients we've left out.

### Does Joyōme contain preservatives?

Joyōme contains proven, safe, broad-spectrum cosmetic preservatives, such as phenoxyethanol, to ensure the shelf life and stability of the products; the products are accepted by the European Union safety standards. Joyōme's scientific board of advisers believes these preservatives are safe and not harmful to the skin microbiome.



## Frequently Asked Questions

### Are Joyōme® products natural?

In many cases, natural ingredients can be made safer and more effective through scientific adjustments or additional processing. Many cosmetic ingredients often require processing to ensure bioavailability, safety, purity, and potency. The ingredients in Plexus® products come from a variety of sources. Some are derived from plants with minimal processing, while others are scientifically derived. Regardless of the source, we select ingredients in the form proven to be effective, healthy, safe, pure, and free of contaminants. The cleanser includes several botanical ingredients, such as Cranberry, Jojoba, Siberian Ginseng, Maral, and Golden Root. These plant-based ingredients harness the benefits of polyphenols, prebiotics, and antioxidants from nature.

### Are Joyōme products organic?

Many of our ingredients are sourced from nature. All are Non-GMO but are not verified to be organic. Organic certification does not necessarily guarantee a level of consistency or better quality. In addition, the quality of certain organic ingredients may be questionable and not aligned with Plexus' rigorous standards. We use botanical ingredients as well as strategically selected, high-performance, clinically tested ingredients demonstrated to provide real results.

### Is Joyōme Revitalizing Daily Cleanser Non-GMO?

Yes, Joyōme does not contain genetically modified ingredients.

### Does Joyōme Revitalizing Daily Cleanser contain potential allergens?

The cleanser does contain Limonene. If you have known sensitivity to this substance, please consult your health-care professional prior to use.

### Is Joyōme Revitalizing Daily Cleanser Gluten Free?

Yes, Joyōme Revitalizing Daily Cleanser is Gluten Free.

### Is Joyōme Revitalizing Daily Cleanser vegan?

Joyōme does not contain any animal-derived ingredients.

### Has Joyōme Revitalizing Daily Cleanser been tested on animals?

Joyōme Revitalizing Daily Cleanser is a cruelty-free product — it is not tested on animals.

### Are Joyōme bottles BPA free?

Yes, our Joyōme bottles and products are BPA free.

### Is Joyōme Revitalizing Daily Cleanser formulated to help with eczema, acne, rosacea, or other skin conditions?

Joyōme is a skincare line intended to clean and beautify the skin to address the visible signs of aging. It is not intended to treat, cure, or prevent any skin condition or disease.



## Ingredients Glossary

### Ingredients:

Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Cocoamidopropyl Hydroxysultaine, Disodium Cocoyl Glutamate, Lauryl Glucoside, Betaine, Eleutherococcus Senticosus (Siberian Ginseng) Root Extract, Inonotus Obliquus Extract, Leuconostoc/Radish Root Ferment Filtrate, Rhaponticum Carthamoides (Maral) Root Extract, Rhodiola Rosea Extract, Selaginella Lepidophylla Extract, Vaccinium Macrocarpon (Cranberry) Fruit Extract, Phospholipids, Sphingolipids, Hydrolyzed Jojoba Esters, Citric Acid, Lactic Acid, Sodium Citrate, Disodium Coco-Glucoside Citrate, Polyglyceryl-4 Caprate, Decyl Glucoside, Sodium Cocoyl Glutamate, Sodium Lauroyl Lactylate, Trisodium Ethylenediamine Disuccinate, Saccharide Isomerate, Ethylhexylglycerin, Hexylene Glycol, Sodium Benzoate, Potassium Sorbate, Phenoxyethanol, Caprylyl Glycol, Limonene, Parfum/Fragrance.

### Cleansing Ingredients

**Cocoamidopropyl Hydroxysultaine** — A mild cleansing surfactant derived from coconut oil.

**Decyl Glucoside** — A mild cleansing surfactant derived from starch.

**Disodium Coco-Glucoside Citrate** — A mild cleansing surfactant derived from coconut oil.

**Disodium Cocoyl Glutamate** — A mild cleansing surfactant derived from coconut oil.

**Lauryl Glucoside** — A mild cleansing surfactant derived from coconut oil.

**Sodium Cocoyl Glutamate** — A mild cleansing surfactant derived from coconut oil.

**Sodium Lauroyl Lactylate** — A mild cleansing surfactant derived from coconut oil.

**Sodium Lauroyl Methyl Isethionate** — A mild cleansing surfactant derived from coconut oil.



### Additional Key Ingredients

**Betaine** — A choline-derived compound naturally found in our bodies. Betaine is extracted from sugar beets. It functions as an osmolyte protecting certain functional ingredients from water and as a moisturizing agent.

**Eleutherococcus Senticosus (Siberian Ginseng) Root Extract** — A source of plant-based antioxidants, it helps promote skin cell turnover.



## Ingredients Glossary

**Hydrolyzed Jojoba Esters** — An emollient agent that helps enhance skin moisturization. Jojoba Esters also function as prebiotics for skin microbial commensals.

**Inonotus Obliquus Extract** — More commonly known as chaga, it provides antioxidant protection and is a source of phytonutrient triterpenes.

**Leuconostoc/Radish Root Ferment Filtrate** — A postbiotic ferment of the *Leuconostoc* species of lactic acid bacteria from radishes. Postbiotic ferments help promote the growth of healthy commensal skin bacteria.

**Phospholipids** — Charged lipids naturally found in the cell membrane of all living things. Phospholipids are used as an emulsifier to help suspend oil-based ingredients.

**Rhaponticum Carthamoides (Maral) Root Extract** — A flowering plant native to Eastern Europe. Its roots are a rich source of antioxidants and sesquiterpenes.

**Rhodiola Rosea Extract** — Also known as golden root, *Rhodiola* is a flowering plant that grows in high elevations of Eastern and Northern Europe. It is a source of antioxidants uniquely abundant in salidroside and rosavin.

**Saccharide Isomerate** — A carbohydrate complex that helps attract water, boosting skin hydration and helping improve skin moisture retention.

**Selaginella Lepidophylla Extract** — A desert plant native to the Chihuahuan Desert in North America, also called stone flower. It is a source of antioxidant polyphenol biflavonoids.

**Sphingolipids** — A special class of lipids that includes ceramides, which are one of the most abundant types of lipid in the skin. Sphingolipids are important for moisture retention function.

**Vaccinium Macrocarpon (Cranberry) Fruit Extract** — A cranberry fruit extract rich in natural protease enzymes that helps with skin exfoliation.



## Other Ingredients

**Caprylyl Glycol** — A skin conditioning agent that helps enhance moisturization

**Citric Acid** — An acid found in citrus fruits, such as lemons and limes, that is used as a pH adjuster

**Ethylhexylglycerin** — A derivative of vegetable glycerin that is used as a deodorizer and moisturizer

**Hexylene Glycol** — A skin moisturizer that also prevents the thickening of the ingredients

**Lactic Acid** — An alpha hydroxy acid that helps exfoliate dead cells on the surface of the skin, leading to more radiant-looking, smooth, glowing skin and a reduction in the appearance of fine lines and wrinkles. Lactic Acid is a popular topical ingredient in skincare products, but it can also be produced by good bacteria in your facial skin microbiome.

**Limonene** — An antioxidant terpene that is 1 of the principle components in lemon essential oils

**Parfum/Fragrance** — Imparts a Cranberry Mandarin fragrance to the cleanser

**Phenoxyethanol** — A preservative used to prevent the growth of mold and bacteria in water-based cosmetics

**Polyglyceryl-4 Caprate** — An emollient that helps solubilize oil-based ingredients in the formula

**Potassium Sorbate** — A preservative agent derived from sorbic acid

**Sodium Benzoate** — A preservative agent

**Sodium Citrate** — A pH stabilizer and salt of citric acid

**Trisodium Ethylenediamine Disuccinate** — A chelating agent that helps maintain color and increase performance of the cleanser surfactants

