



True Stories

Turning nature into scientifically proven active ingredients: meet CLR



Dr. Jule Lexa Völzke, Lead of Product Creation & Development at CLR Berlin

The interest in cosmetics and natural ingredients began at an early age, as I grew up surrounded by pioneering organic brands that have stood the test of time. During my chemistry studies at Humboldt University of Berlin and my research work in bioanalytical chemistry, I built a strong foundation for scientific thinking, new concept development, and a profound fascination with the unknown. In my current role at CLR Berlin, these experiences are incorporated into the creation of new active ingredients derived from natural sources. They also play a key role in making scientific approaches to skin biology understandable, tangible, and perceptible. I consider it a wonderful task to blur the lines between scientific approaches, the connection to nature and free creativity, and to bring all these elements together.

NATRUE: CLR has a long history within the cosmetics ingredients sector. Could you briefly introduce the company and its core mission?

Dr. Jule: CLR Berlin was founded in 1926 and has a long-standing tradition in the development, manufacture and distribution of natural active ingredients for skin and hair care with scientifically proven efficacy. Our expertise in fermentation technologies and plant extractions is based on more than 60 years of experience.

This knowledge forms the foundation for new ways of thinking and genuine concepts that we like to bring to the cosmetic market. We believe that we must first understand skin biology in order to develop a meaningful and well-thought-out active ingredient solution. Ultimately, our goal is to translate this science into practical application where consumers feel supported, cared for, and comfortable in their skin through active ingredients created by many experienced people with a true dedication to the final product.

NATRUE: As a supplier of active ingredients, how do you see the growing demand for natural and organic cosmetics influencing ingredient innovation?

Dr. Jule: Fortunately, nature itself is the best source of inspiration for developing active ingredients. We often come across a plant, a strain of bacteria or a type of algae with interesting properties that encourage us to take a closer look. In a way, you could say that discovering innovation potential in nature has become second nature to us.

This fits seamlessly with the market demand for natural and organic cosmetics, as most of our active ingredients in our portfolio are certified and of natural origin.

NATRUE: Several CLR ingredients are NATRUE Approved/Certified. What motivated the company to pursue NATRUE compliance for its raw materials?

Dr. Jule: We aim to make our active ingredients as accessible, reliable and easy to incorporate as possible, suitable for brands of all sizes, philosophies and requirements. We support the NATRUE guidelines by integrating these principles into the development process of our active ingredients, both in terms of sourcing and manufacturing processes. This approach is fully in line with our core values: the development of safe, natural and effective active ingredients.



NATRUE
International Natural & Organic
Cosmetics Association

NATRUE: In your opinion, what are the main challenges formulators face today when developing truly natural and effective cosmetic products?

Dr. Jule: Expectations regarding products and their use are constantly rising. The original purpose of skincare – cleansing, nourishing and maintaining – is now complemented by sensory, emotional and results-oriented aspects. The formulation, as the framework, must meet all of these needs.

An active ingredient can only deliver its expected performance if it is incorporated into a well-designed product that people enjoy using. It is therefore important to us that our active ingredients can be easily incorporated into a wide variety of delivery systems, offering formulators the creative freedom to realize their vision for the end product.

NATRUE: Consumers increasingly expect both high performance and sustainability from beauty products. How is CLR responding to these evolving expectations?

Dr. Jule: Efficacy tests at both the cellular level and in clinical trials form the core of our work when it comes to understanding an active ingredient and demonstrating its beneficial properties for the skin. As we incorporate sustainability considerations right from the development stage, these are already an integral part of the product before we even begin testing its efficacy.

From a broader perspective, meeting today's consumer expectations is about meeting people where they are, engaging with them, introducing new approaches, and offering solutions in which they can see real added value for themselves.



For more information about CLR,
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