

Melt-Away Deep Cleansing Balm



A gentle, yet powerful deep cleanser that transforms from a balm to a silky oil, to dissolve heavy makeup, daily grime and pollutants. Melts away waterproof and water-resistant face and eye makeup as well as other oil-based impurities that might be on the skin.

The Science Behind the Product

Melt-Away Deep Cleansing Balm glides onto skin and melts away oil-based impurities such as excess sebum and stubborn makeup without leaving behind an oily residue. This lightweight formula utilizes a blend of skin beneficial ingredients like rose hip seed, marula and safflower oils to break down makeup, excess sebum, and other impurities that might be on the skin. It is non-greasy, non-drying, while it hydrates skin, cleanses thoroughly, and rinses off completely, so all that is left is a fresh, visible, dewy glow.

Cleansing balms are great for dry skin types since they are so hydrating, but they are also effective for oily skin types as oil attracts oil, so it helps to remove any excess. If your skin feels dry or looks dull, if you wear makeup on a daily basis, or if you simply like to take a luxe approach to your skincare routine, then the Melt-Away Deep Cleansing Balm might be for you.

Key Benefits:

- Melts off stubborn makeup and oil-based impurities
- Cleanses skin without stripping
- Skin beneficial ingredients to help hydrate, smooth and condition skin
- Light feeling, not greasy or oily
- Leaves no residue behind- washes away clean
- Formulated without gluten, parabens or animal by-products
- Non-comedogenic

Key Ingredients and Benefits

SenePlex+® Complex: Powerful proprietary complex that helps reduce the signs of aging.

High Oleic Safflower Oil: Antioxidant and skin conditioner that helps breakdown makeup and other impurities.

Rose Hip Seed Oil: An ultra-effective emollient and moisturizer derived from the seeds of *Rosa canina* by cold pressing. It has great hydrating and anti-aging benefits.

Marula Oil: Derived from the kernels of the fruit of the Marula tree and rich in oleic acid. It helps to improve skin hydration and smoothness.

Shea Butter: Great for hydrating and soothing the skin.

Botanessential RRST: Synergistic blend of rice bran extract, rosemary extract, sunflower extract and vitamin E that are rich in antioxidants to help prevent signs of aging.



Floraesters® 60: A greaseless emollient from jojoba esters designed to provide improved skin feel.

Directions for Use:

Scoop desired amount with the spatula and apply to dry skin. Use fingertips to gently massage in an upward and outward circular motion to dissolve makeup and dirt. Remove with water or a warm, damp washcloth.

Caution: For external use only. Avoid contact with eyes.

FAQ's

What is the best way to remove makeup with the Deep Cleansing Balm?

For makeup removal, gently massage onto dry skin for one to two minutes. If you have eye makeup on, lightly massage eye area until makeup starts to break down.

-Using a warm, damp washcloth, wipe the balm from your skin sweeping over closed eyes to remove makeup. Balm will turn milky as it cleanses the skin.

-Rinse any excess with warm water.

Do I need the Cleansing Balm if I use Fooops! Remover Liquid and Wipes?

While Fooops! Remover Liquid and Wipes are effective eye makeup removers or convenience options; the Deep Cleansing Balm offers makeup removal with the hydrating benefits of skincare ingredients for a more luxurious experience.

Who should use the Deep Cleansing Balm?

Cleansing balms are great for dry skin types since they are so hydrating, but they are also effective for oily skin types as oil attracts oil, so it helps to remove any excess. If your skin feels dry or looks dull, if you wear makeup on a daily basis, the Deep Cleansing Balm is ideal for you. Remember to always double cleanse by following up with a gentle cleanser like SeneGence 3 in 1 Cleanser for your skin type.

Where does it fit in the SeneGence Skincare Regimen?

Cleansing Balm is ideal to use as the first step of your evening cleansing routine to take off your makeup and oil-based impurities. Follow with SeneGence 3 in 1 Cleanser of your choice.

Can you describe the fragrance?

The fragrance is a light lavender rain scent.

The full ingredients list is publicly available on www.senegence.com