



ALOE BARBADENSIS LEAF JUICE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A natural, clear, thick juice pressed from the succulent leaves of the aloe plant.

FUNCTION

Calms, soothes, and conditions skin.

ORIGIN

Aloe barbadensis plant.

PURITY

Free of additives.

Globally approved for topical use.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

177 recent products contain this ingredient.

WHY IS IT USED?

Aloe is one of nature's most versatile healing plants. It is used for a myriad of benefits for the skin and the hair.

NOTES

Historically, aloe has been used for hundreds of years to improve healing and soothe inflammation.



CITRULLUS VULGARIS FRUIT EXTRACT

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

Commonly known as watermelon. This water-based, natural extract is combined with apple and lentil extracts in this formula.

FUNCTION

The extract blend (apple, watermelon, and lentil) provides natural moisturizing factors (NMF), including oil-free moisture and up to 24 hours of hydration.

ORIGIN

Extracted from watermelon (*Citrullus vulgaris*) fruit.

PURITY

Free of additives.

Sulfate free.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

53 recent products contain this ingredient.

WHY IS IT USED?

Long-lasting, balanced hydration for more youthful-looking skin.

NOTES



GLYCERIN

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

Derived from vegetables commonly used in foods and skincare products. It is a common byproduct in the natural soap-making process. Also known as glycerol since it is a naturally occurring alcohol compound. It is NOT a drying alcohol. It is a mostly clear, thick liquid.

FUNCTION

Humectant to attract water and keep skin hydrated. Skin conditioner.

ORIGIN

Vegetable or seaweed origin.

PURITY

Free from antioxidants and other stabilizing additives.
Approved for use in NSF/ANSI Standard 305 certified products.
EWG's Skin Deep classified as overall low possible hazardous (2).
12,752 recent products contain this ingredient.

WHY IS IT USED?

Oil-free moisturizer. Leaves skin soft but not greasy.

NOTES



LENS ESCULENTA FRUIT EXTRACT

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

Commonly known as lentil. This water-based, natural extract is combined with apple and watermelon extracts in this formula.

FUNCTION

The extract blend (apple, watermelon, and lentil) provides natural moisturizing factors (NMF) including oil-free moisture and up to 24 hours of hydration.

ORIGIN

Extracted from lentil (*Lens esculenta*) fruit.

PURITY

Free of additives.

Sulfate free.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

53 recent products contain this ingredient.

WHY IS IT USED?

Long-lasting, balanced hydration for more youthful-looking skin.

NOTES



PYRUS MALUS FRUIT EXTRACT

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A water-based, natural extract including starch from apples. It is combined with watermelon and lentil in this formula.

FUNCTION

The extract blend (apple, watermelon, and lentil) provides natural moisturizing factors (NMF) including oil-free moisture and up to 24 hours of hydration.

ORIGIN

Extracted from unripened apple fruit and apple skin (*Pyrus malus*).

PURITY

Free from additives.

Sulfate free.

EWG's classified as overall lowest possible hazardous (1).

324 recent products use this ingredient.

WHY IS IT USED?

Long-lasting, balanced hydration for more youthful-looking skin.

NOTES

The apple tree was perhaps the earliest tree to be cultivated, and apples have remained an important food in all cooler climates.



ACER SACCHARUM EXTRACT

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

Commonly known as sugar maple or rock maple. This water-based, natural extract is combined with sugar cane, bilberry, lemon, and sweet orange extracts in this formula.

FUNCTION

This blend of extracts are natural alpha hydroxy acids (AHA). These ingredients have been shown to promote smoother, more radiant skin by increasing the rate of cell renewal.

ORIGIN

Water extracted from sugar maple (*Acer saccharum*).

PURITY

Free of additives.

Natural Product Association certified.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

138 recent products contain this ingredient.

WHY IS IT USED?

New research suggests that natural AHAs provide superior benefits over synthetic versions.

NOTES

Sugar maple is a species of maple native to the hardwood forests of eastern Canada and the northern parts of the Central and eastern United States. Sugar maple is best known for its bright fall foliage and for being the primary source of maple syrup.



CITRUS AURANTIUM DULCIS FRUIT EXTRACT

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

Commonly known as sweet orange. This water-based, natural extract is combined with sugar cane, bilberry, sugar maple, and lemon extracts in this formula.

FUNCTION

This blend of extracts consists solely of natural alpha hydroxy acids (AHA). These ingredients have been shown to promote smoother, more radiant skin by increasing the rate of cell renewal.

ORIGIN

Water extracted from sweet orange (*Citrus aurantium*) fruit.

PURITY

Free of additives.
Natural Product Association certified.
Not treated with DMBA or urethane.
EWG's Skin Deep classified as overall low hazardous (2).
157 recent products contain this ingredient.

WHY IS IT USED?

New research suggests that natural AHAs provide superior benefits over synthetic versions.

NOTES



CITRUS MEDICA LIMONUM EXTRACT

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

Commonly known as mediterranean lemon. This water-based, natural extract is combined with sugar cane, bilberry, sugar maple, and sweet orange extracts in this formula. We use a very small amount of this pure extract, since lemon is quite potent.

FUNCTION

This blend of extracts consists solely of natural alpha hydroxy acids (AHA). These ingredients have been shown to promote smoother, more radiant skin by increasing the rate of cell renewal.

ORIGIN

Water extracted from lemon (*Citrus medica limonum*).

PURITY

Free of additives.

Natural Product Association certified.

Not treated with DMBA or urethane.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

327 recent products contain this ingredient.

WHY IS IT USED?

New research suggests that natural AHAs provide superior benefits over synthetic versions.

NOTES



SACCHARUM OFFICINARUM EXTRACT

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

Commonly known as sugar cane. This water-based, natural extract is combined with bilberry, sugar maple, lemon, and orange extracts in this formula.

FUNCTION

This blend of extracts consists solely of natural alpha hydroxy acids (AHA). These ingredients have been shown to promote smoother, more radiant skin by increasing the rate of cell renewal.

ORIGIN

Water extracted from sugar cane (*Saccharum officinarum*).

PURITY

Free of additives.

Natural Product Association certified.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

327 recent products contain this ingredient.

WHY IS IT USED?

New research suggests that natural AHAs provide superior benefits over synthetic versions.

NOTES



VACCINIUM MYRTILLUS EXTRACT

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

Commonly known as bilberry or European blueberry. This water-based, natural extract is combined with sugar cane, sugar maple, lemon and sweet orange extracts in this formula.

FUNCTION

This blend of extracts consists solely of natural alpha hydroxy acids (AHA). These ingredients have been shown to promote smoother, more radiant skin by increasing the rate of cell renewal.

ORIGIN

Water extracted from bilberry (*Vaccinium myrtillus*).

PURITY

Free of additives.

Natural Product Association certified.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

320 recent products contain this ingredient.

WHY IS IT USED?

New research suggests that natural AHAs provide superior benefits over synthetic versions.

NOTES

Vaccinium myrtillus is a species of shrub with edible fruit of blue color. It has much in common with the American blueberry.



COCAMIDOPROPYL HYDROXSULTAINE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A natural, sulfate-free cleansing ingredient.

FUNCTION

Mild cleansing foam with excellent pH.

ORIGIN

Naturally derived from the fatty acids of coconut oil.

PURITY

Free from additives.

Sulfate free.

USDA biopreferred.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

327 recent products use this ingredient.

WHY IS IT USED?

Safer and less likely to irritate skin than traditional cleansing agents.

NOTES

This ingredient is used in skincare products made for Whole Foods company.

Commonly used in baby shampoo.



COCO GLUCOSIDE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A natural cleanser (surfactant) made from coconut.

FUNCTION

Helps cleanse skin while improving moisture and softness.

ORIGIN

Coco = coconut

Glucoside = glucose (sugar)

Created by combining coconut oil derived ingredients and glucose.

PURITY

Free from additives.

PEG and nitrogen free.

Sulfate free.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

ECOCERT and COSMOS certified.

WHY IS IT USED?

Mild, sulfate-free cleansing.

NOTES

752 recent products use this ingredient. This ingredient is used in skincare products made for Whole Foods company.



HAMAMELIS VIRGINIANA WATER

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

Commonly known as witch hazel. This liquid is a natural astringent.

FUNCTION

Conditions and tones skin, improves pH, and acts as a mild astringent.

ORIGIN

Steam-distilled from bark and leaves of the *Hamamelis virginiana* plant.

PURITY

Free of additives.

Globally approved for topical use.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

225 recent products contain this ingredient.

WHY IS IT USED?

Supports cleansing with mild astringent properties. Calms and tones skin.

NOTES

Native Americans used extract of witch-hazel extensively for medicinal purposes. They produced witch hazel extract by boiling the stems of the shrub which was used to treat swelling, inflammation, and injuries. Early Puritan settlers in New England adopted this remedy from the natives, and its use became widely established in the United States.



FRUCTOSE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

Fruit sugar.

FUNCTION

Helps cleanse and condition skin and act as a humectant.

ORIGIN

Fruit sugar.

PURITY

Free from additives.

EWG's Skin Deep classified as overall lowest possible hazardous (1).
ECOCERT and COSMOS certified.

WHY IS IT USED?

Gently boosts cleansing ingredients.

NOTES



POTASSIUM OLIVOYL LAUROYL WHEAT AMINO ACIDS

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A nourishing, natural cleanser (surfactant) made from olive, coconut, and wheat.

FUNCTION

Helps cleanse skin while improving moisture and softness.

ORIGIN

Potassium = salt

Olivoyl = olive oil fatty acids

Lauroyl = coconut fatty acids

Wheat amino acids = building block for protein

PURITY

Free from additives.

Gluten free.

Sulfate free.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

ECOCERT and COSMOS certified.

WHY IS IT USED?

Mild, sulfate-free cleansing.

NOTES

Wheat amino acids are formed by hydrolysis and complete breakdown of wheat protein into its constituent amino acids. These elemental molecules attract moisture, improve flexibility, and condition skin. As simple molecules, pure amino acids CANNOT trigger immune reactions.



SODIUM COCOYL AMINO ACIDS

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A skin-conditioning, natural cleanser (surfactant) made from coconut.

FUNCTION

Helps cleanse skin while improving moisture and softness.

ORIGIN

Sodium = salt

Cocoyl = Coconut oil fatty acids

Amino acids = building blocks for protein

PURITY

Free from additives.

Gluten free.

Sulfate free.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

ECOCERT and COSMOS certified.

WHY IS IT USED?

A gentle, natural cleanser. It's a great alternative to harsh sulfates.

NOTES



SODIUM OLIVOYL GLUTAMATE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A natural cleanser (surfactant) from olive and sugarcane.

FUNCTION

Gently cleanses while protecting moisture.

ORIGIN

A combination of extra-virgin olive oil pressed from the pulp of *Olea europaea* and glutamic acid from sugarcane.

PURITY

Free from additives.

PEG free.

Gluten free.

ECOCERT certified.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

WHY IS IT USED?

Gentle cleansing with mono-unsaturated oil.

NOTES

Extra-virgin olive oil is obtained by cold pressing of the pulp of fruits of Olive (*Olea europaea*), a species of small tree of the family Oleaceae, native to the coastal areas of the eastern Mediterranean and successively cultivated in the Mediterranean area. Its stone fruit, the olive, is of major agricultural importance in the Mediterranean region as the source of olive oil.



SODIUM PCA

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A naturally derived amino acid (proline). It is combined with olive, coconut, and wheat fatty acids in this formula.

FUNCTION

Considered a natural moisturizing factor (NMF) to maintain healthy skin. It attracts moisture from the air.

ORIGIN

Sodium = salt
PCA (Pyroglutamic acid) = amino acid proline
Amino acids are the building blocks for protein.

PURITY

Free from additives.
Gluten free.
EWG's Skin Deep classified as overall lowest possible hazardous (1).
ECOCERT and COSMOS certified.

WHY IS IT USED?

Supports mild cleansing and helps maintain natural moisturizing factors (NMF).

NOTES

Used in over 1,000 skincare products.

COCAMIDOPROPYLAMINE OXIDE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A translucent liquid foaming ingredient with excellent conditioning properties.

FUNCTION

Mild cleansing ingredient.

ORIGIN

This ingredient is made from coconut oil, an oil extracted from the dried inner flesh of coconuts. The coconut oil is reacted with an intermediate and hydrogen peroxide.

PURITY

Free from additives.

Sulfate free.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

82 recent products use this ingredient.

WHY IS IT USED?

Safer and less likely to irritate skin than traditional cleansing agents.

NOTES

ETHYLHEXYLGLYCERIN

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A clear liquid that inhibits bacteria growth.

FUNCTION

Helps ensure product purity. It is also a mild humectant.

ORIGIN

Synthesized from vegetables.

PURITY

Free of additives.

Globally approved for topical use.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

2,597 recent products contain this ingredient.

WHY IS IT USED?

Antimicrobial suitable for sensitive skin.

NOTES

FRAGRANCE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

An exclusive fragrance blend designed enhance the natural elements in the product.

FUNCTION

Pleasant experience. Communicates key ingredients through scent.

ORIGIN

Made up of volatile compounds found in plants (usually in essential oils), either botanically derived or nature-identical. This blend includes elements of citrus, fruit extracts, jasmine, and lavender.

PURITY

Free from additives.

No dispersants.

EWG's Skin Deep classified as overall low possible hazardous (3).

16,671 recent products contain some type of fragrance.

WHY IS IT USED?

Positive product experience.

NOTES

The term "natural" is very flexible and has no legal or regulatory definition. Without a clear definition, ASEA does not use the term in conjunction with products or ingredients.

GLYCERYL OLEATE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

This creamy white ingredient is a blend of glycerin and oleic acid (omega-9 essential fatty acid).

FUNCTION

An emollient that softens and moisturizes skin.

ORIGIN

Vegetables. Both glycerin and oleic acid are vegetable derived.

PURITY

Free from additives.

EcoCert vegetable-based and renewable emulsifier.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

558 recent products contain this ingredient.

WHY IS IT USED?

Earth-friendly moisturizing ingredient.

NOTES

HYDROXYACETOPHENONE

PRODUCT

RENU Advanced Ultra Replenishing Moisturizer

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

This nature-identical ingredient is found in the needles of the Norway spruce. It is a faint-yellow liquid with soothing effects on skin.

FUNCTION

Helps keep liquids stable. Exhibits antioxidant and soothing properties.

ORIGIN

Derived from piceol, a phenolic compound found in the needles and in mycorrhizal roots of Norway spruces. We utilize a nature-identical ingredient that is FEMA/GRAS-listed.

PURITY

Free from additives.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

7 recent products contain this ingredient.

WHY IS IT USED?

A soothing antioxidant that helps protect the stability of liquids.

NOTES

HYDROXYPROPYL GUAR HYDROXY- PROPYL TRIMONIUM CHLORIDE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A natural, water-soluble derivative of guar gum.

FUNCTION

Very mild skin conditioner.

ORIGIN

Hydroxy = water soluble

Propyl = 3

Guar = guar beans (*Cyamopsis tetragonoloba*)

Chloride = negatively charged ion (electrolyte)

PURITY

Free of additives.

Globally approved for topical use.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

177 recent products contain this ingredient.

WHY IS IT USED?

Conditions skin and hair. Works as an antistatic as well.

NOTES

This is a globally accepted, safe, natural ingredient.

LAURYL LACTYL LACTATE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A sulfate-free, naturally derived cleanser. It is a clear, odorless liquid. It is NOT a sodium sulfate.

FUNCTION

Helps cleanse skin while improving moisture and softness.

ORIGIN

A vegetable-based ingredient that is a product of lauryl alcohol (a reduction of coconut oil fatty acids) and lactic acid.

PURITY

Free from additives.

Salt and nitrogen free.

Sulfate free.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

ECOCERT certified.

WHY IS IT USED?

Mild, sulfate-free cleansing.

NOTES

22 recent products use this ingredient.

This ingredient is in NO way related to sodium laureth sulfate.

PENTYLENE GLYCOL

PRODUCT

RENU Advanced Ultra Replenishing Moisturizer

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

This is a safe, colorless, odorless liquid humectant. It has antimicrobial properties.

FUNCTION

This humectant attracts water and helps keep skin hydrated. Conditions skin.

ORIGIN

It can be made from coconut or synthesized as a bioidentical. Ours is pharmaceutical grade and is safely synthesized from plants.

PURITY

Free of additives.

FDA approved and listed as Generally Recognized As Safe (GRAS)

World Health Organization considers it as safe for use.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

608 recent products contain this ingredient.

WHY IS IT USED?

Helps keep skin hydrated and smooth.

NOTES

Registered in Europe and widely used in the United States and Japan.

PHENOXYETHANOL

PRODUCT

RENU Advanced Ultra Replenishing Moisturizer

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

This ingredient preserves the purity of personal care products. It has a faint rose scent.

FUNCTION

Often, skincare products are kept in a bathroom, shower, or near a sink. This ingredient helps prevent contamination in hot, humid environments. Considering the risks associated with contamination, phenoxyethanol is a great choice to ensure safety.

ORIGIN

Found naturally in green tea. We use a nature-identical version of this ingredient at a very low level.

PURITY

Free from additives.

EWG's Skin Deep classified as overall low possible hazardous (3).

Approved at very safe level by the European Union and Japanese government.

10,681 recent products contain this ingredient.

WHY IS IT USED?

Non-paraben alternative to ensure purity and safety.

NOTES

Approved by Whole Foods Company (in their premium skincare line). Included as safe by the Handbook of Green Chemicals.

POLYGLYCERYL 4 CAPRATE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A natural skin conditioner and emulsifier.

FUNCTION

Helps cleanse skin while improving moisture and softness.

ORIGIN

Poly = many molecules (four molecules in this case)

Glyceryl = glycerin is a natural compound found in plant oils (coconut is most common)

Caprate = an ester* from capric acid (derived from coconut oil)

Naturally occurring fats and essential oils are esters of fatty acids.

PURITY

Free from additives.

PEG and nitrogen free.

Sulfate free.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

ECOCERT and COSMOS certified.

WHY IS IT USED?

Mild, sulfate-free cleansing.

NOTES

60 recent products use this ingredient. This ingredient is used in skincare products made for Whole Foods company.

SODIUM LACTATE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

This is a sodium salt from lactic acid found in corn or beets. It is an essential Natural Moisturizing Factor (NMF) found in healthy skin.

FUNCTION

Conditions skin, exfoliates and boosts moisture.

ORIGIN

Produced by fermentation of corn or beets.

PURITY

Free from additives.

Approved safe by international bodies including the EU, Environment Canada, and the Japanese government.

EWG's Skin Deep classified as overall low possible hazardous (4) due to gaps in EWG data.

WHY IS IT USED?

Adds essential moisture and is known to help exfoliate skin.

NOTES

FDA food additive status.

316 recent products contain this ingredient.

TETRASODIUM GLUTAMATE DIACETATE

PRODUCT

RENU Advanced Gentle Refining Cleanser

DESCRIPTION

A biodegradable, earth-friendly alternative to phosphates.

FUNCTION

Safely softens water to improve cleansing and acts as a chelating agent that supports product stability.

ORIGIN

Derived from food-approved amino acids (L-glutamic acid, a natural and renewable raw material).

Tetra = four

Sodium = salt

Diacetate = acetic acid (a weak form of vinegar)

PURITY

Free of additives.

EWG's Skin Deep classified as overall lowest possible hazardous (1).

80 recent products contain this ingredient.

WHY IS IT USED?

Supports purity and stability.

Improves cleansing.

NOTES

Chelates play important roles in oxygen transport and in photosynthesis.