

SERENU™ PROFESSIONAL CLAY MASK



MEET CLAY MASK

Treat your skin to a spa-inspired reset with Serenu Professional Clay Mask. This purifying formula removes excess oil and impurities while gently exfoliating with dissolvable beads, leaving skin feeling refreshed and revitalized. With regular use, it promotes a smoother look and a more balanced complexion. In addition to clearing away buildup, the mask also helps address the visible effects of everyday environmental aggressors, leaving skin looking rejuvenated and clarified.

Crafted with Kaolin to absorb surface oils, Shea Butter and Sunflower Seed Oil to moisturise, and Niacinamide to help support barrier resilience, this formula blends time-honoured botanicals with modern science. Moringa Leaf Extract provides rich antioxidants, while Exfoliating Beads polish away dead skin cells for a healthy-looking glow.

Serenu™ Professional is a personalized skincare system inspired by India's treasured natural ingredients to target specific skin concerns with powerful, results-driven formulas.

WHY YOU'LL LOVE IT

- Absorbs excess oil and removes impurities for skin that feels purified.
 - Gentle dissolvable beads help exfoliate, supporting smoother texture.
 - Helps minimize the look of pores for a more refined complexion.
 - Promotes skin that appears more balanced and radiant.
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WHAT POWERS IT

- **Kaolin**—attracts impurities to help detoxify and absorb excess oil.
- **Exfoliating Beads**—gently polish away dead skin cells to smooth texture.
- **Niacinamide**—helps strengthen the skin's barrier.

- **Butyrospermum Parkii (Shea Butter)**—provides moisture and nourishment for soft, supple skin.
 - **Sunflower Seed Oil**—natural oil that supports hydration and comfort.
 - **Moringa Oleifera Leaf Extract**—offers antioxidant support.
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HOW TO USE IT

After cleansing, apply an even layer to clean skin, avoiding the eye area. Leave on for 10–15 minutes, then rinse thoroughly with warm water. Use one to two times per week.

TRY THESE WITH IT

- Serenu® Professional LumiSpa® iO
 - Serenu® Professional LumiSpa® Cleanser
 - Serenu® Professional Brightening Toner
 - Serenu® Professional Galvanic Spa
 - Serenu® Professional Brightening Serum
 - Serenu® Professional Gel Cream
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LEARN MORE ABOUT IT

How often should I use Serenu Professional Clay Mask?

For most skin types, one to two times per week is sufficient to help remove impurities and maintain a refreshed look. Overuse, especially for those with dry or sensitive skin, may lead to excessive dryness or tightness.

What other products are in the Serenu Professional system?

Alongside the Serenu Professional Clay Mask, the system includes Serenu Professional LumiSpa iO and Cleanser, Serenu Professional Brightening Toner, Serenu Professional Gel Cream, Serenu Professional Galvanic Spa, and Serenu Professional Brightening Serum —each designed to complement one another and deliver a complete, spa-inspired facial experience when used together.

Can individuals with sensitive skin use this mask?

The mask includes soothing ingredients such as Shea Butter and Sunflower Seed Oil. Because it provides a deep-cleansing action, those with sensitive skin should proceed cautiously. Always follow the directions, avoid the eye area, and consider reducing frequency or duration if needed.

Is Serenu Professional Clay Mask suitable for dry skin?

This formula was developed primarily for combination and oily skin types, featuring Kaolin to absorb surface oils. If you have dry skin, you may find the full 15-minute application a bit strong. To enjoy the purifying benefits without over-drying, try shortening the time or using the mask less frequently.

Which parts of the formula are inspired by India's treasured natural ingredients?

This formula includes ingredients like Moringa Leaf Extract, which have long been used in India's treasured natural skincare traditions. These ingredients align with Serenu's inspiration from India's rich heritage of natural beauty rituals and the holistic principles that guide them.

PRECAUTIONS

For cosmetic use only. Avoid direct contact with eyes. Discontinue use if irritation occurs. Individuals with sensitivities should carefully review ingredient listings prior to use.

WHAT'S IN IT

Water (Aqua), Propandiol, Zinc Oxide, Titanium Dioxide, Caprylic/Capric Triglyceride, Helianthus Annuus (Sunflower) Seed Oil, Cetyl Alcohol, Cetostearyl Alcohol, Glycerol Monostearate, Niacinamide, Cetearyl Alcohol, Cetareth 20, Phenoxyethanol, Zinc Chloride, Hydrolyzed Wheat Protein, Cinnamomum Zeylanicum Bark Extract, Thymus Vulgaris Extract, Malva Sylvestris Flower/Leaf/Stem Extract, Hamamelis Virginiana Leaf Extract, Dimethicone, Cyclopentasiloxane, Butyrospermum Parkii (Shea) Butter, Steareth 2, Steareth 21, Moringa Oleifera Leaf Extract, Xanthan Gum, Sodium Gluconate, Ethylhexylglycerin, Celidium Amansii, CI 77499, CI 77019, CI 19140, CI42090, CI 17200, Fragrance (Parfum).