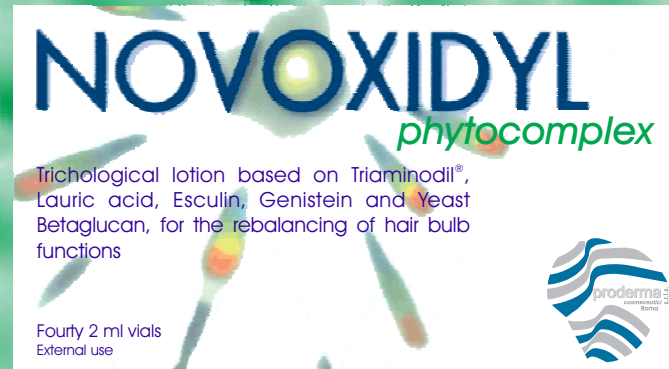


**Use:**  
**apply 1 ml with short hair or 2 ml in presence of long hair, twice daily on the scalp (avoiding to wet hair) with gentle massage. It is recommended to use regularly a shampoo as Novoxidyl Shampoo, nonionic and amphoteric syndet with excellent anti-dandruff and sebum normalizing activities. If it's not necessary an anti-dandruff or anti-sebum action, the best choice is Novoxidyl shampoo soft, extra mild cleanser with balsamic action. In case of long anti-dandruff treatment, it's possible use both shampoo alternately.**

**NOVOXIDYL**  
**SHAMPOO**



# ALOPECIA and TELOGEN EFFLUVIUM MALE AND FEMALE

**FACED LIKE PINCERS WITH  
 COSMETOLOGICAL NATURALNESS**

**TOPICAL TREATMENT**



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# NOVOXYDYL *phyto*complex

based on Lauric acid, a similar finasteride, Triaminodil®, a similar minoxidil, Esculin, Beta 1.3 to 1.6 glucan and Genistein

## A pincerlike technique aimed at:

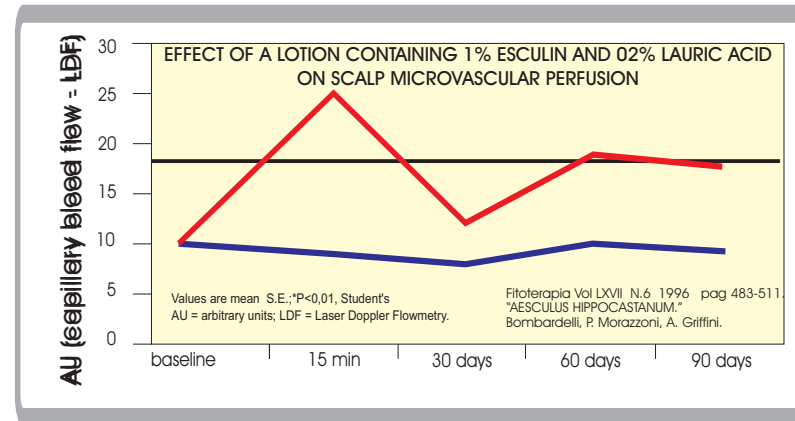
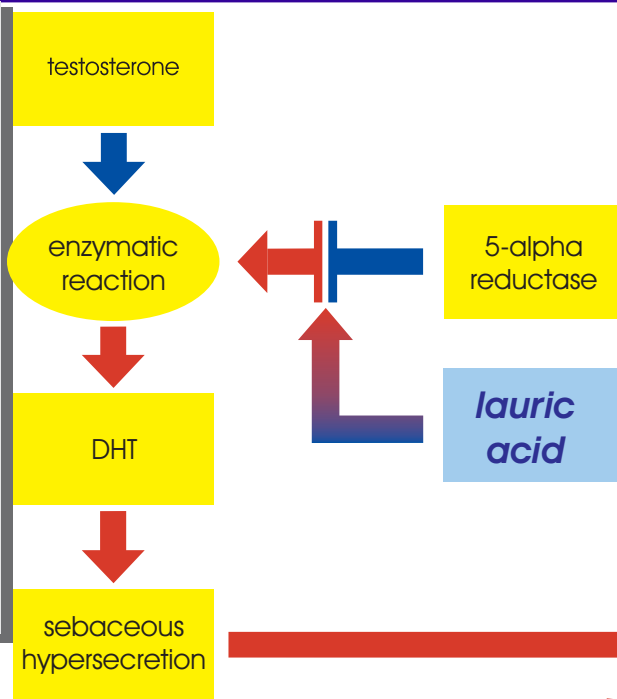
- improving the blood supply and the efficiency of microcirculation with more oxygenation of hair follicles.
- the inhibition of isoenzyme 5 - alpha - reductase activity, contrasting the conversion of testosterone to dihydrotestosterone
- improving the antioxidant activity versus oxidative stress from free radicals and the action phytoestrogenic
- the stimulation of a new anagen phase in inert hair follicles

### LAURIC ACID (0,2%)

(C<sub>12</sub>H<sub>24</sub>O - acido dodecanoico da *Serenoa repens* alias *Sabal serrulata* o *Saw palmetto*)

He has shown in over 100 clinical trials since 1994, to counter the activity isoenzyme 5-alpha reductase (both type 5-alpha R1 and 5-alpha R2), inhibiting the conversion of testosterone into dihydrotestosterone (DHT) and so reducing hypersecretion of sebum. The decrease of DHT may prevent further hair loss in patients suffering from androgenetic alopecia.

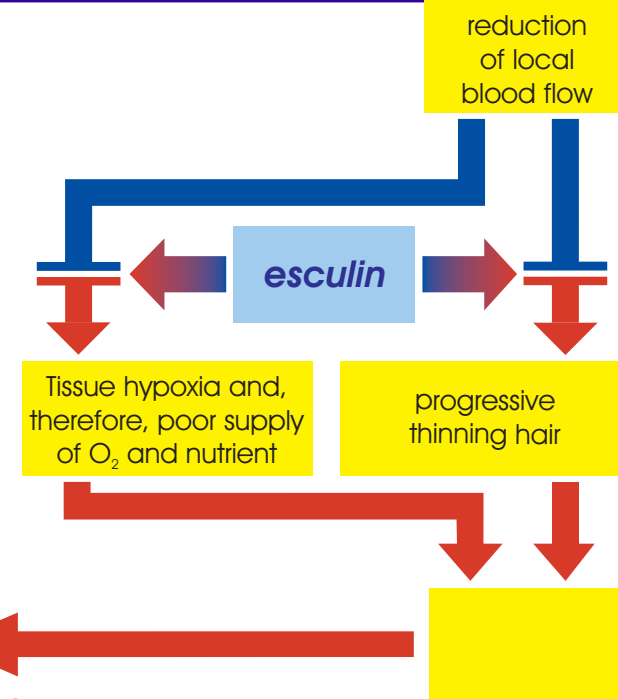
Lauric acid has therefore a finasteride similar action.



### ESCULIN (1,0%)

(6-O-glucosil-7-idrossi-cumarina estratto dall'*Aesculus hippocastanum*)

Coumarinic which improves the microcirculation bringing more nutrients, oxygen and promotes activities of lauric acid and Triaminodil®, because it increases the blood concentration of these raw materials into microcirculation in the pilo sebaceous complex. It acts, therefore, increasing blood flow to the district when its reduction would lead to tissue hypoxia and a progressive thinning of the hair up to atrophy of the follicle pilo-sebaceous.



## ALOPECIA and TELOGEN EFFLUVIUM MALE AND FEMALE

### TRIAMINODIL® (1,5%)

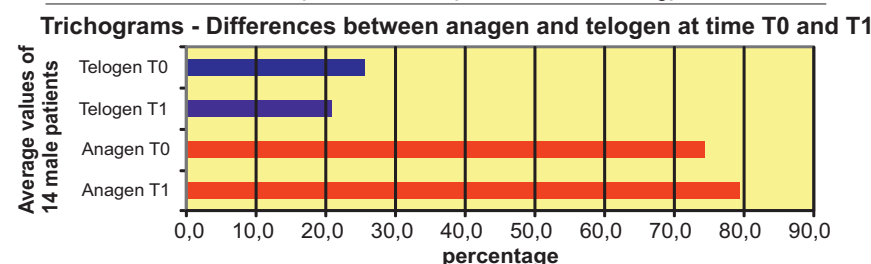
4 - pirrolidino - 2,6 diaminopirimidina 1 - ossido

Molecule developed in our laboratories, as an alternative to minoxidil such as specific raw material for treatment of non-specific alopecia and activator of VEGF (Vascular Endothelial Growth Factor).

It has shown in several tests in vivo and in vitro required for Ministerial notification and in clinical trials to which the lotion has been tested, a trichological activity completely identical to that of minoxidil without the unwanted central vasodilatory activity with relative blood pressure reduction.

Triaminodil® improves the local microcirculation, inhibit of abnormal hair loss not physiological, has a rebalancing action of the hair follicle for a better hair quality and beauty. Moreover Triaminodil® has proved to reduce excessive production of dandruff.

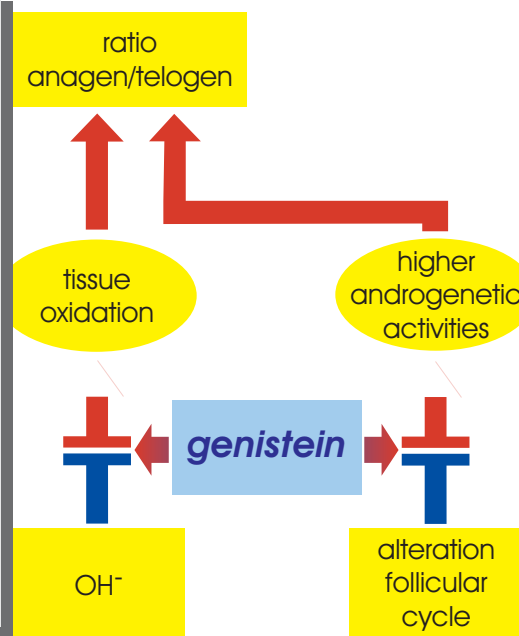
CLINICAL STUDY IN MALE AND FEMALE ANDROGENETIC ALOPECIA WITH A TOPICAL PRODUCT BASED ON TRIAMINODIL AND VITAMIN A  
Melli M. C., Giorgini S., Farella V., Pollicarpi F., Zippil F., Cappugli F.  
University of Florence - Department of Dermatology



### GENISTEIN (0,25%)

(C<sub>15</sub>H<sub>10</sub>O<sub>5</sub> - 4',5,7-trihydroxyisoflavone)

Genistein belongs to the isoflavones family and is present in soy. This family of phytoestrogens bind to estrogen receptor, forming a receptor complex that functions in a similar way. Particularly important is its antioxidant action against free radicals responsible for oxidative stress, and its "protection" in the hair. The genistein as phytoestrogen has a positive effect on the follicular cycle, because it begins and prolongs the anagen phase.



### BETA 1,3-1,6 GLUCAN (0,25%)

(glucopolisaccaride estratto da lievito *Saccharomyces Cerevisiae*)

The beta 1.3 to 1.6 glucan is useful to protect fibroblasts and keratinocytes by oxidizing molecules and oxidative stress. Free radicals can alter the hair cycle, with partial damage to proteins that compound the keratin.

The Beta 1.3 to 1.6 glucan gives to the hair cells energy and nutrients and can also stimulate the start of a new anagen phase in inert follicles.

