



HAIR, HAIR LOSS and the SOLUTION



1. HAIR and HAIR LOSS



Some curiosity on hair

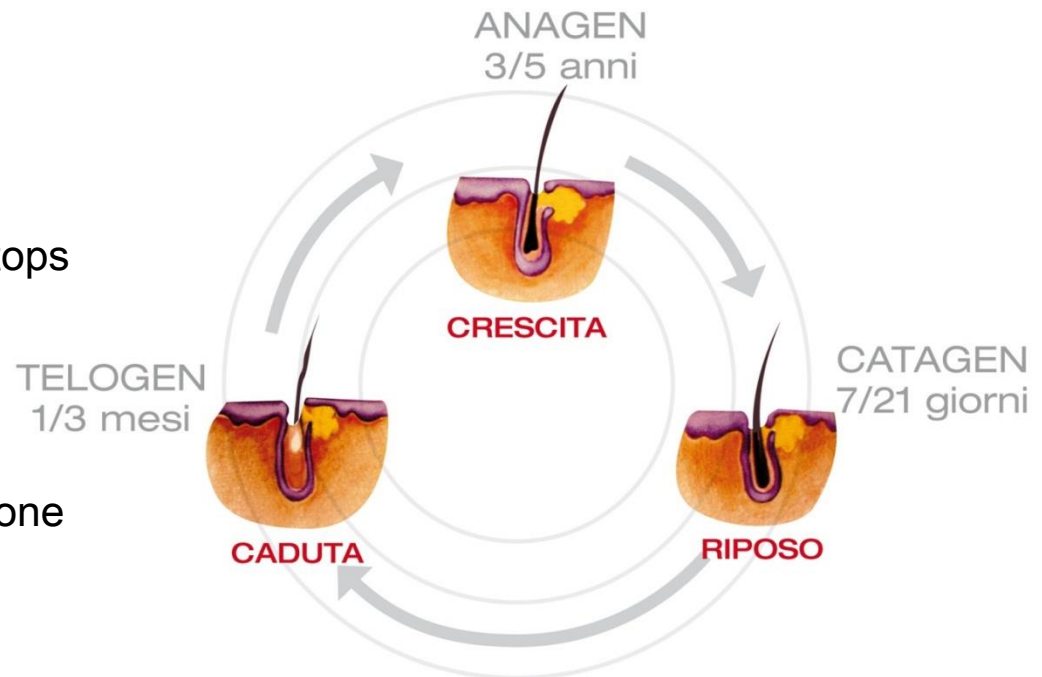
- A person has about 100,000 to 150,000 hairs.
- Normally we lose about 50 to 100 hairs per day.
- The hair renew continuously following a specific life cycle.
- The life cycle of each hair lasts approximately 3 to 5 years.
- Throughout life we have about 20-30 cycles.
- The number of cycles is genetically determined but it is not fixed the duration of each cycle.

The life cycle of hair

ANAGEN is the growth phase.

CATAGEN is the resting phase, the hair stops growing and at the same time there is a new hair born in the bulb.

TELOGEN is the phase of hair fall.
The "old" hair is pushed out from the new one grown in the bulb.



The hair loss in MEN and WOMEN

MEN

- It is genetic based and hereditary (Androgenetic Alopecia)
- It is progressive, initially localized in specific areas but then tends to expand to the totality of the head.
- There is a reduction of hair in terms of both quantity and quality.

PRIMARY CAUSES

- Inheritance
- Ageing
- Hormonal Factors
- Circulatory deficiency in blood vessels in the scalp.

WOMEN

- Generally widespread, not localized (Telogen Effluvium)
- Normally is temporary and seasonal.
- There is a reduction of hair in terms of both quantity and quality.

PRIMARY CAUSES

- Diet and lack of nutrients
- Ageing
- Circulatory deficiency in blood vessels in the scalp



2.HAIR LOSS and THE SOLUTION





ERiS
for HAIR

THE ENERGY WAVE FOR HAIR RETENTION

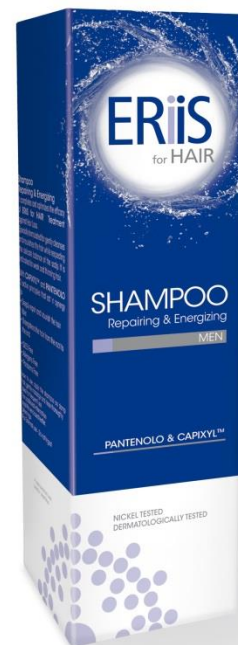


MEN

Treatment against hair loss Shampoo Repairing & Energizing



with IRIDIXINA-T & CAPIXYL™



with PANTHENOL & CAPIXYL™



Treatment against hair loss MEN

THE ACTIVE PRINCIPLES

IRIDIXINA – T : mixture of low molecular weight sulfurized oligosaccharides of marine origin.
Regulates the life cycle of the hair: prolongs the duration of the anagen (growth) phase and reduces the duration of Telogen (fall).
Improves the general health condition of the scalp.
Stimulates the synthesis of fibroblasts and extracellular matrix proteins.

CAPIXYL™ : is a patented complex consisting of a biomimetic peptide of 4 amino acids and an extract of Trifolium pratense. The extract of Trifolium Pratense is naturally rich in biochanin A ,an important inhibitor of 5-alpha reductase, the enzyme responsible for hair loss in men.
The biomimetic peptide has direct action on the hair follicle: it stimulates the synthesis of extra cellular matrix proteins. The result is an increase in the size of the hair follicle and consequently a better anchorage of the hair in the dermis.

COADJUVATING ACTIVE INGREDIENTS

DIMETHYL SILANOL HYALURONATE and **MORINGA OLEIFERA EXTRACT** :
other active ingredients that stimulate cell regeneration, restructure the keratin and generally improve the health of the hair.



Shampoo Repairing & Energizing MEN

THE ACTIVE PRINCIPLES

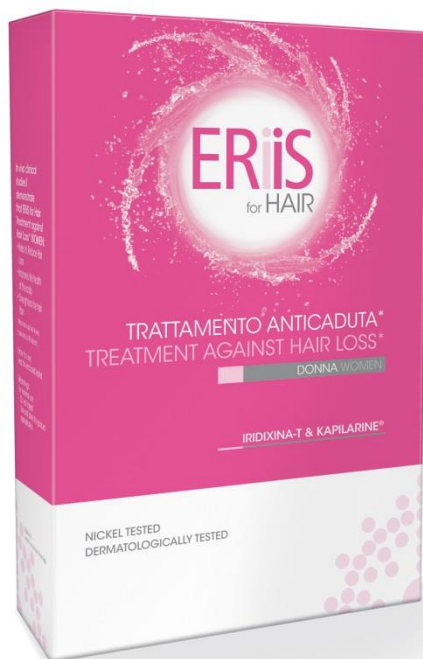
CAPIXYL™: is a patented complex consisting of a biomimetic peptide of 4 amino acids and an extract of Trifolium pratense. The extract of Trifolium Pratense is naturally rich in biochanin A, an important inhibitor of 5-alpha reductase, the enzyme responsible for hair loss in men. The biomimetic peptide has direct action on the hair follicle: it stimulates the synthesis of extra cellular matrix proteins. The result is an increase in the size of the hair follicle and consequently a better anchorage of the hair in the dermis.

PANTHENOL : is vitamin B5, has a high ability to capture and retain water, nourishes and moisturizes the hair fiber.



WOMEN

Treatment against hair loss Shampoo Repairing & Energizing



with IRIDIXINA-T & KAPILARINE®

with PANTHENOL & KAPILARINE®



Treatment against hair loss WOMEN

THE ACTIVE PRINCIPLES

IRIDIXINA – T : mixture of low molecular weight sulfurized oligosaccharides of marine origin.
Regulates the life cycle of the hair: prolongs the duration of the anagen (growth) phase and reduces the duration of Telogen (fall).
Improves the general health condition of the scalp.
Stimulates the synthesis of fibroblasts and extracellular matrix proteins.

KAPILARINE® : vegetal complex consisting of four plants extracts : Kigelia Africana, Ginkgo Biloba, Clary Sage (herb muscatel) Zeylanicum Cinnamon (cinnamon) with rebalancing action on the scalp, energizing and moisturizing efficacy on hair.

COADJUVATING ACTIVE INGREDIENTS

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other active ingredients that stimulate cell regeneration, restructure the keratin and generally improve the health of the hair.



Shampoo Repairing & Energizing WOMEN

THE ACTIVE PRINCIPLES

KAPILARINE® : vegetal complex consisting of four plants extracts :

Kigelia Africana

Gingko Biloba

Clary Sage (herb muscatel)

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with rebalancing action on the scalp, energizing and moisturizing efficacy on hair.

PANTHENOL : is vitamin B5, has a high ability to capture and retain water, nourishes and moisturizes the hair fiber.





RESTRUCTURING HAIR CONDITIONER

Enriched with **Panthenol**, **Jojoba Oil** and **Ceramide A2**,
is specially formulated
to help strengthen and repair fragile and damaged hair.

ERIIS for Hair Restructuring Conditioner

- Deeply nourishes and hydrates the hair fiber
- Helps to prevent the formation of split ends
- Gives strength, shine and volume to hair

Directions for use: apply to damp hair after shampooing,
leave on for a few minutes, then rinse thoroughly.



Nutritional Supplement

with biotin,zinc,selenium,cystine e methionine.

A specific selection of vitamins, minerals and aminoacids that helps to maintain strong and healthy hair.



BIOTIN

The Biotin, vitamin belonging to the B group, is an essential nutrient for men and women.

It is useful to improve the health of the fragile hair and cutaneous annexes..

ZINC and SELENIUM

Selenium is present only in trace amounts in the diet, has antioxidant and detoxifier properties.

Zinc is essential for the health condition and has a wide range of biological functions.

Selenium and zinc are necessary for the maintenance of the health of the hair.

CYSTINE and METHIONINE

The cystine and methionine are sulphurised aminoacids that give strength and resistance to the keratin structures.

The hair becomes stronger and brighter.

Cystine and methionine thanks to the antioxidant activity, slow down the process of the aging of hair and cutaneous annexes.

Average Contents	100 g	1 Capsule	RDA
BIOTIN	12.66 mg	50 mcg	100%
SELENIUM	6.96 mg	27.5 mcg	50%
ZINC	2,53 g	10 mg	100%
L-METHIONINE	18.99 g	75 mg	
L-CYSTINE	25.32 g	100 mg	

HOW TO USE :

Reccomended daily dose : 1 capsule every day

30 capsule of 395 mg e

1 box corresponds to 1 month of treatment.



3.FOCUS ON ACTIVE INGREDIENTS



IRIDIXINA® – T

WHAT IS IT ?

IRIDIXINA® – T

is a mixture of Low Molecular Weight Sulfated Oligosaccharides with an average molecular weight of 15.000 Da (range 1000 – 100 000 Da). Low Molecular Weight Sulfated Oligosaccharides are active in the depth, they penetrate in the epidermis and reach dermis.

HOW DOES IT WORK ?

IRIDIXINA® – T :

- Stimulates micro-circulation on the epidermis and provides better nutrients to the hair and the scalp.
- Increases fibroblasts multiplication and maintain proteoglycans of the extra-cellular matrix.
- Prevents dehydration
- Protects collagen and elastin fibers

EFFICACY AND BENEFITS

- Prevents hair loss and promotes natural hair growth;
- Strengthens the hair structure from the root through its length;
- Improves circulation at scalp level thanks to high levels of minerals and restores its natural balance;
- Normalizes the skin microflora limiting dandruff.



CAPIXYL™

WHAT IS IT ?

Is a unique combination of **four aminoacids biomimetic peptide** and **red clover extract**.

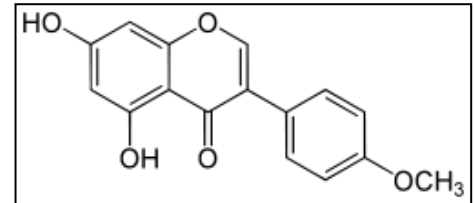
HOW DOES IT WORK?



Red clover (Trifolium pratense) was traditionally used to treat inflammatory skin disorders such as eczema & psoriasis.

Red Clover Extract is naturally rich in **Biochanin A**.

Biochanin A is an **effective inhibitor of 5- α -reductase** activity.

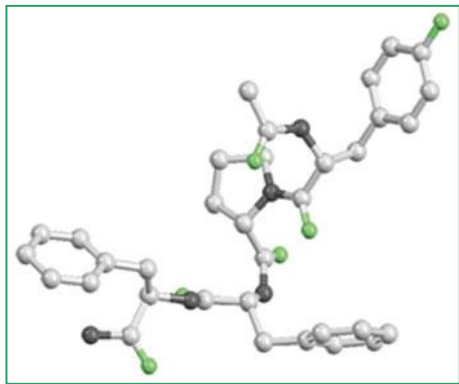


Acetyl Tetrapeptide-3

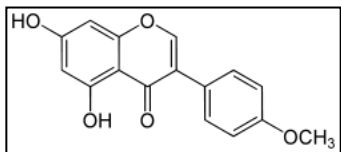
4 amino acids biomimetic peptide derived from a signal peptide which stimulates tissue remodeling.

The peptide has a direct effect on hair follicle.

Acetyl Tetrapeptide-3 stimulates dermal papilla extracellular matrix proteins and has a direct effect on hair follicle size and anchoring.

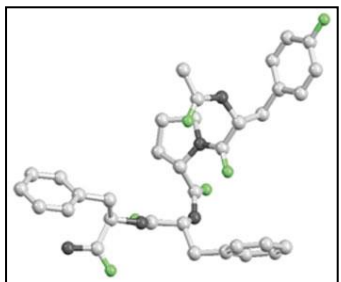


EFFICACY and BENEFITS



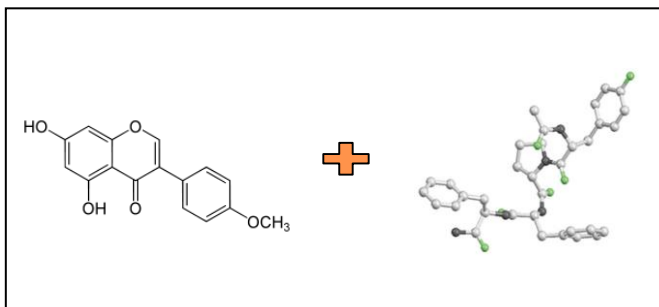
Biochanin A (Red Clover)

inhibits 5 - alfa reductase reducing DHT production :
No follicles miniaturization. Normalization of the hair cycle.



Acetyl Tetrapeptide-3 (biomimetic peptide)

Stimulates ECM proteins synthesis and collagen production
increasing hair follicle size and improving dermal anchoring.



The complex constituted by
Biomimetic peptide + Red Clover Extract
decreases pro-inflammatory cytokines level.

Inflammation reduction.



KAPILARINE®

WHAT IS IT ?

Is an original blend of 4 plants :

- Kigelia Africana
- Ginkgo Biloba
- Salvia Sclarea
- Cinnamon Zeylanicum

which acting synergistically that helps to rebalance scalp's condition and limits hair loss.

HOW IT WORKS ?

Kigelia fruits contain saponoids and flavonoids with hormone-like properties which contribute to inhibit 5- α reductase and stimulate dermis cells activity. Flavonoids in particular have veinotonic action that stimulate scalp microcirculation .

Salvia exhibits strong anti-oxidant and anti-inflammatory properties

Cinnamon has anti-bacterial efficacy and soothing action

Ginkgo Biloba improves tissue hydration and helps to activate cellular methabolism



KAPILARINE®

EFFICACY and BENEFITS

KAPILARINE acts synergistically on the main factors avoiding hair loss :

- 5- α reductase inhibition
- Scalp microcirculation improvement
- Dermis regeneration by activating cellular metabolism
- Decrease inflammation and consequently helps to reduce seborrhea



Kigelia Africana



Ginkgo Biloba



Salvia Sclarea



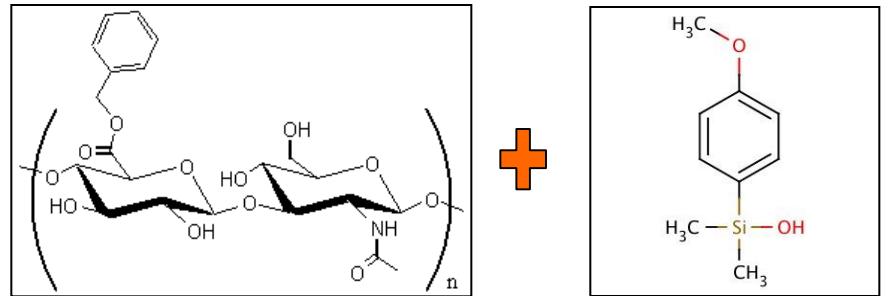
Cinnamomum Zeylanicum



DIMETHYL SILANOL HYALURONATE

WHAT IS IT ?

Is the ester resulting from the reaction between
Hyaluronic Acid and Dimethyl Silanol



HOW IT WORKS ?

HYALURONIC ACID is a natural component of human connective tissue that controls the hydric content of the intracellular matrix. It is involved in the construction of the 3d frame of the derma.

Recent studies demonstrate the bond with CD44 cellular receptor that are present on all the cells containing keratins, thus resulting in a promotion of the hair follicle cells activity.

DIMETHYL SILANOL comes from organic Silicon that is normally involved in keratinization processes improving fibroblasts synthesis and mitosis.

It has also anti-ageing properties acting by 2 different mechanisms of action :

- protection from free radicals
- decrease of connective tissue degeneration

EFFICACY and BENEFITS

DIMETHYL SILANOL HYALURONATE acts both on hair and scalp

- stimulating hair follicle cells regeneration
- increasing keratin synthesis
- protecting from ageing processes

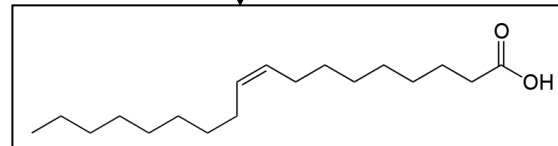
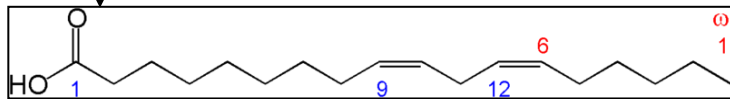


MORINGA OLEIFERA EXTRACT

WHAT IS IT ?

Moringa Oleifera (or *Moringa Pterygosperma*) is a tropical plant that gives an oily extract coming from seeds cold pressing.

Moringa Oleifera Extract contains a very high quantity of Oleic Acid, Linoleic Acid, aminoacids, Vitamin A and C.



HOW IT WORKS ?

The high content of fatty acids, vitamins and aminoacids results in anti-ageing, nourishing and moisturizing properties. Moringa Oleifera extract has also purifying and anti-pollution properties.

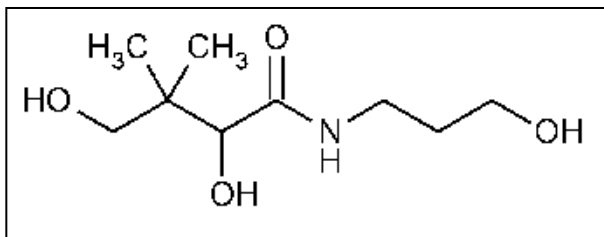
EFFICACY and BENEFITS

Moringa Oleifera Extract has conditioning, purifying and anti-greyness properties. It wraps hair forming a specific layer that gives shine, softness and combing to the hair and protects from external agents like smog, high temperature, chlorine ...



PANTHENOL

WHAT IS IT ?



PANTHENOL

is the vitamin B5 that comes out from the reaction between β -alanine and Pantoic Acid.

HOW IT WORKS ?

PANTHENOL has very high faculty of fixing water.

EFFICACY and BENEFITS

PANTHENOL nourishes and hydrates hair.
It restores 100% hair fiber hydration level.



4.PRODUCTS CHARACTERISTICS



Treatment against hair loss MEN

Treatment against hair loss WOMEN

- ✓ Guarantees rapid and clear results
- ✓ Easy to use
- ✓ Dermatologically tested
- ✓ Nickel tested
- ✓ Extra-delicate formula
- ✓ Parabens Free
- ✓ Allergens Free
- ✓ Ideal for all hair types



Treatment against hair loss MEN

Treatment against hair loss WOMEN

How to use :

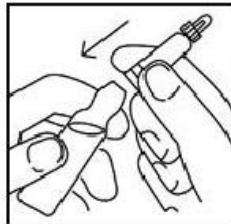
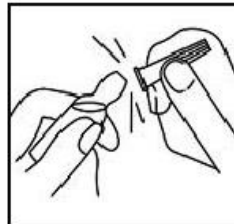
Apply the appropriate "open-ampoule" placed into the tray on the top of the ampoule.

Break the neck of the ampoule at the white notch. Insert the dropper applicator, the treatment is ready for use.

Apply treatment on the hair root by dividing them into sections and distribute the liquid to cover the entire scalp.

Massage the scalp for a few minutes by insisting on the areas most affected by the hair fall.

Do not rinse and proceed with the usual styling of the hair.
The treatment can be used both on dry hair or wet hair.



Treatment against hair loss MEN

Treatment against hair loss WOMEN

Frequency of use :

apply the contents of one vial every other day.

The duration of treatment depends on the results obtained.

It is recommended that a cycle of at least 3 months.

It is recommended to repeat the treatment twice a year (spring - autumn).

14 vials of 2.5 ml.

1 box corresponds
to 1 month of treatment.



Shampoo Repairing & Energizing MEN

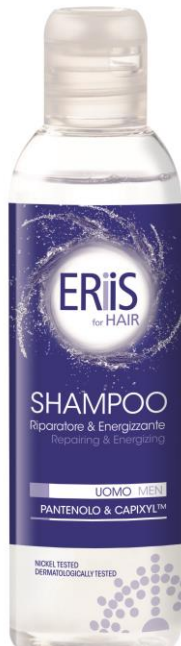
Shampoo Repairing & Energizing WOMEN

Complete and optimize the activity of the treatment.

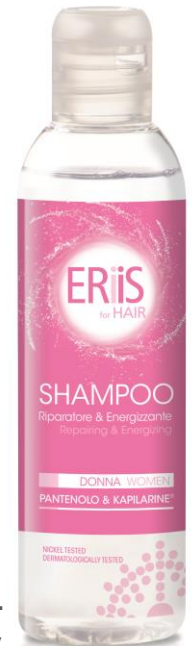
Specially formulated to gently cleanse hair while respecting the balance of the scalp.

They are dedicated to the weak and thinning hair.

With specific active ingredients that work in synergy to repair and deeply nourish the hair fiber and strengthen the hair from root to the end.



- ✓ **Dermatologically tested**
 - ✓ Nickel tested
- ✓ **Extra-delicate formula**
 - ✓ SLES Free
- ✓ **Parabens Free**
- ✓ **Allergens Free**
- ✓ **Ideal for all hair types**



How to use and Frequency of use :

Apply the shampoo on wet hair, gently massage and rinse thoroughly.
The creamy formula and the light foam provides complete detergency even using a small quantity of shampoo.

Ideal for frequent use.

200 ml bottle



Restructuring Hair Conditioner

It is specially formulated to help strengthen and repair fragile and damaged hair.

ERIIS for Hair Restructuring Conditioner

- Deeply nourishes and hydrates the hair fiber
- Helps to prevent the formation of split ends
- Gives strength, shine and volume to hair

- ✓ Dermatologically tested
- ✓ Nickel tested
- ✓ Extra-delicate formula
- ✓ Parabens Free
- ✓ Allergens Free
- ✓ Ideal for all hair types

How to use : apply to damp hair after shampooing, leave on for a few minutes, then rinse thoroughly.



5.IN VIVO CLINICAL STUDIES



From July 11th 2013

the New European Regulation for Cosmetic Products

states that

to support the claims of cosmetics products
are mandatory the clinical studies
on finished products
and not only on the active ingredients
included in the formulation.



Treatment against hair loss MEN

Treatment against hair loss WOMEN

CLINICAL STUDY REPORT

MATERIALS and METHODS

In order to evaluate the efficacy of the products :

TREATMENT AGAINST HAIR LOSS - MEN

TREATMENT AGAINST HAIR LOSS - WOMEN

40 volunteers applied the vials for 60 days.

Clinical and subjective evaluations showed the following results :

a. PULL TEST

A statistically significant improvement in the **hair resistance to traction** after 30 and 60 days of treatment.

b. WASH TEST

A statistically significant decrease in the **number of hair lost during the washing** after 30 and 60 days of treatment.

c. CLINICAL EVALUATION

The treatment was well tolerated.

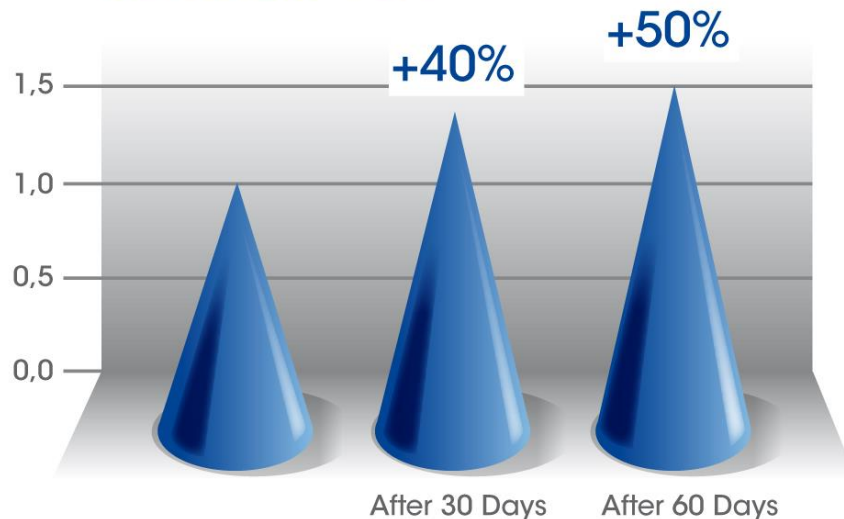


CLINICAL STUDY REPORT

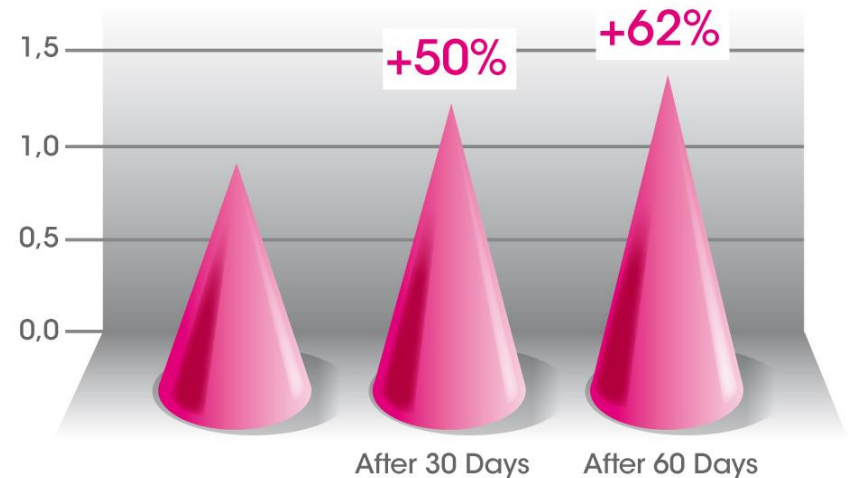
a. PULL TEST (resistance of the hair to traction)

A statistically significant improvement in the hair resistance to traction was detected after 30 and 60 days of treatment.

TREATMENT MEN



TREATMENT WOMEN

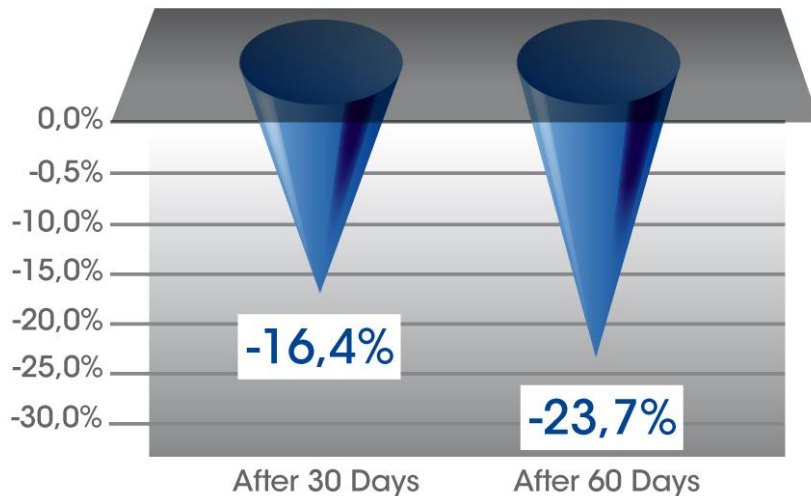


CLINICAL STUDY REPORT

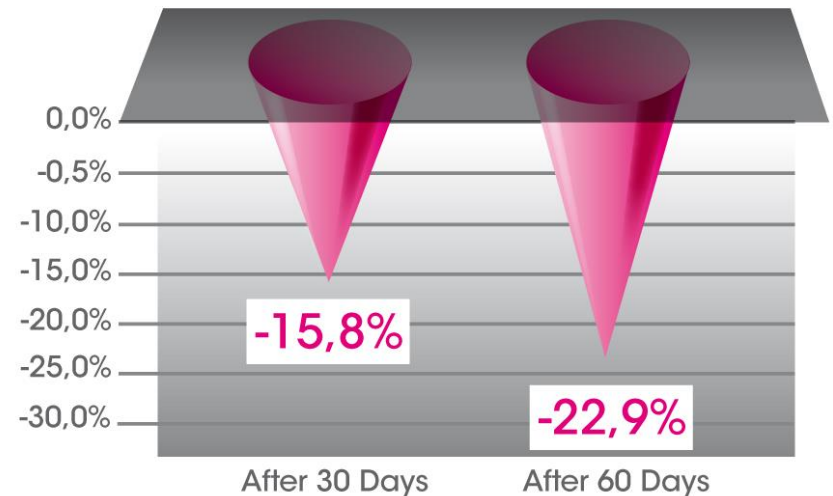
b. WASH TEST (number of hair lost during the washing)

A statistically significant decrease in the number of hair lost during the washing was detected after 30 and 60 days of treatment.

TREATMENT MEN



TREATMENT WOMEN



TREATMENT AGAINST HAIR LOSS MEN

TREATMENT AGAINST HAIR LOSS WOMEN

SELF ASSESSMENT QUESTIONNAIRE

At the end of the period of the clinical trial the volunteers expressed their opinion about the efficacy and the pleasantness of the treatments.

SELF ASSESSMENT QUESTIONNAIRE

Considering the 40 subjects involved in the clinical trials, the percentage of satisfaction of the products tested is 90%

PERCENTAGE OF SATISFACTION

TREATMENT WOMEN

85%

PERCENTAGE OF SATISFACTION

TREATMENT MEN

95%

