

TRICHOGEN™ VEG

Anti-hair loss and hair anti-aging concept

- **All in one active complex** based on ingredients used in Traditional Chinese Medicine.
- Hair life cycle normalizer:
 - reduction of **hair loss**,
 - boosting **hair (RE)-growth**,
 - hair **strengthening**.
- Advanced scalp and hair treatment: improvement of feel and appearance.
- Clinical study performed on 40 volunteers: reduction of hair loss confirmed by an increase of 113% of A/T ratio.

Cosmetic alternative to hair restoration procedures



Soluciones integrales
Pochteca



LABORATOIRES
SÉROBIOLOGIQUES
Division de Cognis France

DEFINITION

Mainly for men but more and more also for women, hair loss or thinning hair represents a major problem. As it affects the appearance and is perceived to reduce attractiveness as well as the power of seduction, it has a big psychological impact and diminishes self confidence.

TRICHOGEN™ VEG is the powerful association of selected components used in Traditional Chinese Medicine with added amino acids and vitamins, allowing the natural hair cycle to recover its normal state.

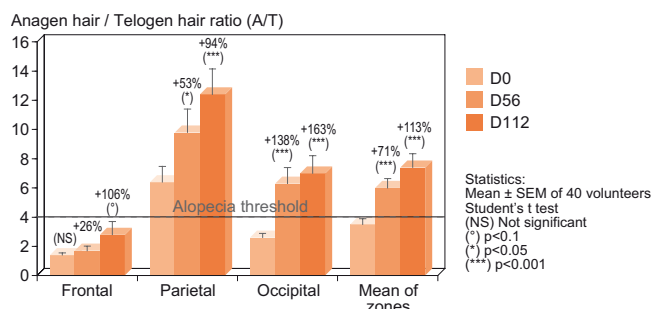
This natural cycle is characterized by the Anagen ("alive" bulbs) to Telogen ("resting" bulbs) ratio. This is determined by a trichogram: 20 to 30 hairs are collected from three areas of the scalp and the Anagen/Telogen hair ratio is determined. When A/T < 4 the subject is classified as having alopecia.

TRICHOGEN™ VEG was clinically demonstrated to reduce hair loss (improvement of A/T ratio up to 163% on occipital zone). In addition, intensive care resulted in a visible improvement of the overall feel and appearance of the scalp and hair.

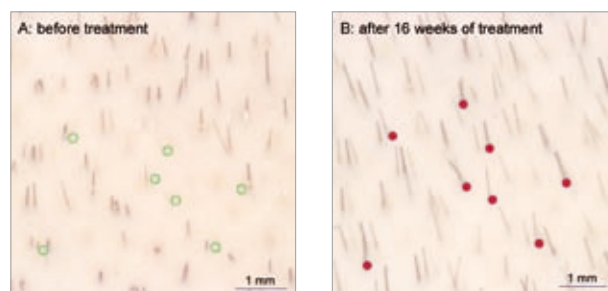
TRICHOGEN™ VEG stimulates healthy hair and scalp and helps persons suffering from hair loss to recover a normal rate of hair loss.

EFFICACY TESTS

ANTI-HAIR LOSS ACTIVITY (clinical study on 40 male volunteers)



Evaluation of the A/T ratio obtained by trichogram on 3 areas of the scalp before (D0) then after 8 (D56) and 16 weeks (D112) of treatment. Leave-on treatment performed with 10% TRICHOGEN™ VEG lotion every 2 days during 16 weeks.



Visualization by phototrichogram, of the regrowth effect on 1 volunteer, after 16 weeks of treatment.

A: visualization of a scalp area before treatment.

B: same area after 16 weeks of treatment: new hair comes out ● compared to before treatment ● each one in anagen phase.

TRICHOGEN™ VEG was clinically demonstrated to improve hair growth: + 113% improvement of A/T ratio in 16 weeks. Perceivable results: hair growth is felt to be faster and is visibly increased.

Complementary tests:

- Stimulation of oxygen consumption (+ 74%, *in-vitro*).
- Hair strengthening effect (traction test).
- Conditioning and repairing effect (Scanning Electron Microscopy).

COSMETIC APPLICATIONS

- Hair care products to counteract hair-loss disorders.
- Hair strengthening and anti-age formulations.
- Intensive care for damaged hair and sensitive scalp.
- Kits and regimens for intensive, seasonal treatments against hair thinning.

TRICHOGEN™ VEG may be formulated either into leave-on or rinse-off application. The recommended anti-hair loss program is a leave-on treatment 3 times a week for at least 3 months, which can be combined with rinse-off products containing TRICHOGEN™ VEG. To achieve optimal results continued use is recommended.

TECHNICAL DATA

TRICHOGEN™ VEG LS 8960

INCI Name : Water (and) Panax Ginseng Root Extract (and) Arginine (and) Acetyl Tyrosine (and) Arctium Majus Root Extract (and) Hydrolyzed Soy Protein (and) Polyquaternium-11 (and) PEG 12 Dimethicone (and) Calcium Pantothenate (and) Zinc Gluconate (and) Niacinamide (and) Ornithine HCl (and) Citrulline (and) Glucosamine HCl (and) Biotin

Preservatives : Chlorphenesin, methylparaben, ethylparaben

TRICHOGEN™ VEG LS 9733

INCI Name : Water (and) Panax Ginseng Root Extract (and) Arginine (and) Acetyl Tyrosine (and) Arctium Majus Root Extract (and) Hydrolyzed Soy Protein (and) Calcium Pantothenate (and) Zinc Gluconate (and) Niacinamide (and) Ornithine HCl (and) Citrulline (and) Glucosamine HCl (and) Biotin

Preservatives : Phenoxyethanol

Dose of use : 5 - 10%

Aspect : clear light yellow liquid, with a characteristic odor.

Solubility : soluble in water and hydro-alcoholic solutes, insoluble in oils and fats.