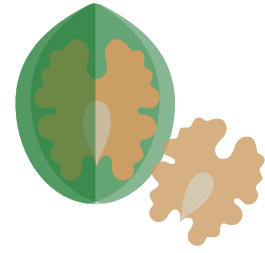




GRAPE



ROCKET SALAD



WALNUT

— 3HC-HAIR STIMULATION COMPLEX —

— TURNS ON THE DERMAL PAPILLA HAIR ENGINE —



COSMOS
APPROVED

PRODUCT DESCRIPTION

3HC-Hair Stimulation Complex is a mix of plant-derived active ingredients able to boost the turnover of the Human Follicle Dermal Papilla Cells (HFDPC), a reservoir of multipotent stem cells regulating hair follicle development which can be considered the real engine of our hair.

3HC-Hair Stimulation Complex consists of green grape plant stem cell able to successfully influence microcirculation, a green walnut derived product acting as a powerful direct antioxidant and a rocket salad based product able to stimulate the natural synthesis of glutathione, an endogenous antioxidant that also protects DNA and detoxifies cells.

In vitro tests proved that the ingredients of 3HC-Hair Stimulation Complex are able to work at different levels on HFDPC metabolism inducing synergistic long-term stimulation effects on cell growth.

3HC-Hair Stimulation Complex was used in specific clinical trial showing the product is able to increase the hair's lifespan and reduce hair loss in just 3 weeks.



T0

T120 DAYS

Phototrichogram before and after treatment with 3HC Hair Stimulation Complex 3% w/w

BENEFITS

- **Stimulates the Human Follicle Dermal Papilla Cells** (+70% *in vitro* tests)
- **Reinforces hair in just 3 weeks** (-21.3%, -38% in 8 weeks *in vivo* test)
- **Reduces hair loss in just 3 weeks** (-9.7%, -13.1% in 8 weeks *in vivo* test)
- **Prolongs hair lifespan** (+32.4% *in vivo* test)
- **Increases the number of growing hair** (+10.4% *in vivo* test)

TECHNICAL INFORMATION

INCI: aqua, *Vitis vinifera* fruit meristem cell culture, hydrolyzed *Eruca sativa* leaf, hydrolyzed walnut extract, citric acid, sodium benzoate, potassium sorbate.

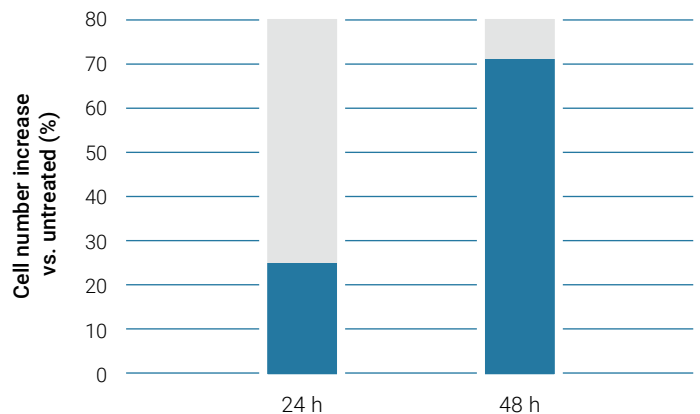
PLANTS USED: rocket salad leaves freshly harvested in Italy, green walnuts fruit from the Veneto region, Italy, stem cell culture obtained from green unripened grapes from the Emilia-Romagna region, Italy.

TECHNOLOGY: Bioliquefaction Technology, Stimulated Stem Cell Technology.

SUGGESTED CONCENTRATION OF USE: 3% w/w.

ORGANIC STATUS: COSMOS approved.

CHINA STATUS: also available in China compliant version.



Human Follicle Dermal Papilla Cells number increase after treatment with 3HC Hair Stimulation Complex 1% w/w