

LOTION CONCENTRÉE A CONCENTRATE OF EFFICACY



MEDAVITA

Hair loss

THERE ARE TWO MAJOR CATEGORIES OF HAIR LOSS:

Progressive

Male/female androgenic alopecia, either genetic or hormonal, causing slow, progressive weakening of the hair bulb until it finally atrophies.

Reactive (temporary)

Sudden, acute abnormal hair loss, leading to thinning of the hair, varying in intensity, which may even lead to formation of completely hairless areas (alopecia areata). Reactive hair loss is the result of temporary disruption of the hair's life cycle due to internal or external factors such as stress, diet, hormonal changes, childbirth or menopause, medications, ultraviolet radiation and X-rays, etc.

The Medavita Solution

LOTION CONCENTRÉE

Shampoo trattante anticaduta* pH 5.5
(Anti-hair loss treating shampoo*)

Trattamento intensivo anticaduta* pH 3.5
(Anti-hair loss intensive treatment*)

Active ingredients for fighting hair loss

Farfara, Achillea, China, Cinnamon, Aloe, Arnica, Calamus, Ginger, Camphor, Galbanum, Myrrh, Nutmeg, Rosemary

• FIGHTING FREE RADICALS	{ ROSEMARY, CINNAMON
• SOOTHING ACTION	{ ALOE, CAMPHOR, MYRRH
• STIMULATION OF CAPILLARY CIRCULATION	{ CINNAMON, ARNICA, CALAMUS, GINGER, CAMPHOR, ROSEMARY, CHINA
• NOURISHING AND STRENGTHENING ACTION	{ ALOE, CALAMUS, GINGER, ROSEMARY
• STRENGTHENING OF THE HAIR'S ROOT SYSTEM	{ ARNICA, GINGER, GALBANUM, ROSEMARY, FARFARA, ACHILLEA, CHINA
• LENGTHENING OF THE ANAGEN PHASE	{ CINNAMON, CAMPHOR, MYRRH, ARNICA, CALAMUS, GINGER, ROSEMARY, CHINA
• FASTER GROWTH	{ CINNAMON, MYRRH, ARNICA, CALAMUS, GINGER, ROSEMARY
• INHIBITION OF 5- α REDUCTASE ENZYME	{ ROSEMARY

*coadjuvant in hair loss prevention

THE CAUSES OF HAIR LOSS ARE:

- An increase in free radicals
- Presence of **localised inflammation**
- **Excess sebum production**
- Decreased oxygenation and nutrition of the hair bulb due to **decreased capillary circulation**
- **Miniaturisation** of the hair
- **Weakening of the hair's root system**
- **Shortening of the Anagen phase**
- **Excess 5alpha-reductase**

How to use

- **Apply 7-15 ml of Anti-hair loss treating shampoo** directly to the scalp and massage in to distribute evenly
- **Rinse** and repeat using **5-10 ml** of product
- **Pat off** excess water and apply **Anti-hair loss intensive treatment**
- **Apply** the lotion all over the scalp, especially the areas most affected by hair loss
- **Massage** gently to distribute
- **Proceed** with drying

Dosage:

Progressive hair loss – intensive treatment

PHASE 1: 1 phial a day for 2 weeks

PHASE 2: 3 phials a day for 4 weeks

Reactive hair loss – intensive treatment

PHASE 1: 3 phials a week for 4 weeks

PHASE 2: 2 phials a week for 6 weeks

Prevention/maintenance

1-2 phials a week



Clinical studies

INSTRUMENTAL TESTS

TYPE OF TEST/EFFECT	WEEKS OF TREATMENT	EVALUATION – % OF TREATED CASES
Increase resistance to hair traction	2	43%
	6	70%
Increment of hair diameter	6	67%
SEBORRHEA reduction**	2	-8,27%
	6	-10,78%
Fighting free radicals (in vitro)	-	Significant
Stimulation of capillary circulation (laser-doppler)	-	Rapid (immediate)

**Sebometry - % reduction in sebum production on the scalp

DERMATOLOGICAL TESTS***

Objective clinical assessment conducted under dermatological control and efficacy as perceived by volunteers (self-evaluation) after use of complete treatment (shampoo+lotion)

TYPE OF TEST/EFFECT	WEEKS OF TREATMENT	EVALUATION – % OF TREATED CASES	
		DERMATOLOGICAL	SELF-EVALUATION
Increment of hair diameter	6	-	73%
Increased strength	6	-	83%
Hair loss reduction	6	70%	77%
Decreased thinning	6	53%	70%
Re-growth	6	53%	73%
Hair growth rate acceleration	6	-	77%
SEBORRHEA reduction	6	73%	70%
DANDRUFF reduction	6	79%	86%

***Test carried out at: Laboratori Evic Italia (Roma)

SENSORIAL TEST

Appreciation of use as assessed by volunteers following complete treatment (shampoo+lotion)

EFFECT	SELF-EVALUATION – % OF CASES TREATED	
	SHAMPOO	LOTION
PRODUCT FEATURES		
Pleasant fragrance	80%	77%
Good foaming action	97%	-
Good cleansing action	73%	-
PRODUCT APPLICATION		
Easy to apply	100%	90%
Easy to rinse	97%	-
Doesn't make hair greasy	-	87%
Doesn't make hair limp	-	83%
CONDITION OF HAIR AFTER USE		
Makes hair soft	87%	80%
Makes hair easy to comb	83%	73%
Makes hair shiny	70%	73%

POWERED BY NATURE, TESTED BY SCIENCE.

Ever since its foundation Medavita has produced cosmetics formulated with active ingredients from plants obtained strictly from renewable sources. Our art is putting the skilful hands of our master herbalists at the service of beauty, producing formulas that fight problems with the scalp and ensure the right balance between beauty and health. To restore the health of these very delicate skin cells we have come up with formulas for all kinds of skin problems, all based on the patented Lotion Concentrée formula: active ingredients extracted from plants on the basis of the principle of purity of herbal medicine. In all our products Galenic formulation is combined perfectly with a contemporary scientific approach. To guarantee efficacy and safety, all our products are clinically tested in the laboratory and confirmed by numerous tests of their efficacy.

Protocol for tests of efficacy

Complete Lotion Concentrée treatment

(Anti-hair loss treating shampoo + Anti-hair loss intensive treatment):

Application of lotion: 1 phial (= 6ml) per day for the first 2 weeks · 3 phials a week for the next 4 weeks

Volunteers: Women aged 25 to 65 · Phototypes ranging from very light to Mediterranean but not olive-coloured skin (types I-IV on the Fitzpatrick scale) · Telogen effluvium (50% of volunteers) · Androgenic alopecia (50% of volunteers)



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STILE NATURALE

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