

Why was Lotion Concentrée Homme formulated?

Lotion Concentrée Homme was formulated to treat and, specifically, to prevent male hair loss. LCH+ contains all the powerful active ingredients for preventing hair loss that are in Lotion Concentrée, associated with *Serenoa repens*, an innovative active ingredient extracted from the saw palmetto tree, which regulates the metabolism of androgenic hormones in the hair follicle bulb. *Serenoa repens*, combined with the extraordinary pool of plant extracts contained in Lotion Concentrée, is extremely efficacious against androgenic alopecia, the main cause of hair loss in males.

As a man, I have always purchased Lotion Concentrée: have I been using a women's product?

Absolutely not: Lotion Concentrée is a product formulated from plant-derived active ingredients, so it is unisex and free from contraindications. Now we have formulated Lotion Concentrée Homme by adding a new plant active ingredient, *Serenoa Repens*, so that the formulation is even more focused on typically male hair loss problems. In fact, it exerts a powerful anti-androgenic action.

So if I was using Lotion Concentrée, should I now change to Lotion Concentrée Homme? Is Lotion Concentrée not efficacious against male hair loss?

Rigorous tests conducted by laboratories and university clinics have demonstrated that Lotion Concentrée is efficacious against all causes of hair loss. New, more recent scientific studies have highlighted the efficacy of a natural active ingredient, *Serenoa Repens*, against the hair loss caused by male hormonal imbalances. **The MedaVita anti-hair loss system is, therefore, enriched with a treatment that is even more specific for hair loss in men, which has a hormonal origin.** The spray application of LCH+ is so convenient to use that it perfectly meets male requirements.

What is *Serenoa repens*?

***Serenoa repens*, or saw palmetto, is a small palm tree indigenous to the South-East of the United States. It is used in traditional medicine for its efficacy in rebalancing the action of male hormones (testosterone and dihydrotestosterone);** in fact, it is extremely efficacious in the treatment of benign prostatic hyperplasia (enlargement of the prostate) and, in contrast with other chemical molecules, it is free from undesired effects. It is, moreover, ecologically sustainable, thanks to the large quantity of flowers produced by the tree (the active ingredient is obtained from the fruit).

What is androgenic alopecia?

It is hair loss caused by an excess of testosterone in the scalp. Testosterone is produced in the reproductive system after which it enters the circulatory system which conveys it to various organs and tissues (kidneys, central nervous system, fatty tissue, prostate, skin) where it performs its functions. Testosterone is essential for the development of muscular mass and of the sexual characteristics (hair growth, sebum secretion, development of the reproductive organs). Unfortunately, an excess of this hormone causes imbalances, of which androgenic alopecia is an example.

How can I distinguish androgenic alopecia from temporary hair loss? How do I know whether I have androgenic alopecia?

In male androgenic alopecia, the hair loss is progressive and starts with a receding of the hair line at the temples (baldness at the temples) which then extends over time to the entire fronto-parietal area and to the crown. In males this type of hair loss can start at any time after puberty, when the levels of testosterone begin to increase. Male androgenic alopecia causes a progressive thinning of the hair. The percentage of hair in the development phase (anagen) and the duration of the anagen decrease. The miniaturized follicle gradually dies so that the hair is not generated any more. This phenomenon can affect the entire scalp (baldness).

Does androgenic alopecia also strike women?

Yes, during periods characterized by changes in hormone production (hormone treatments, post-partum period, post-menopausal period). It normally causes an overall decrease in capillary density, more noticeable on the top of the head, and does not lead to total baldness.

Can female androgenic alopecia be treated with LCH+?

Androgenic alopecia mainly strikes men. It is, in fact, caused by the excessive presence of testosterone in the scalp. Men produce an average of 2.5-11 milligrams of testosterone per day, while the female body does not generally produce more than 0.25 milligrams. **LCH+ is formulated to respond to the specific conditions of male hair loss, which requires a customized solution.**

Why is Lotion Concentrée in phials and LCH+ is in a spray bottle?

Since Lotion Concentrée has, traditionally, always been used in a professional environment, the phial was the most congenial form for allowing the hairdresser to carry out the classical application, as well as for guaranteeing the authenticity of the product (a single-dose sachet is, in fact, a seal of guarantee). In the case of LCH+ we considered the **male preference for a quicker and more practical application.** Many women purchase the phials for their husbands/boyfriends and they tell us that often the phial form tends to create an obstacle to habitual application, as it requires a little more time. **Women, in contrast, experience the application of Lotion Concentrée not just in the hairdressing salon but also at home as a pleasant moment to dedicate to themselves.** In both cases, the preservation of the precious and delicate natural ingredients of MedaVita lotions is entrusted to glass, a pure and ecological material.

I am a woman and would like to use LCH+ because I like the convenience of the spray formulation. Can I?

There are no contraindications, but LCH+ responds particularly well used in the treatment of male hair loss. The idea of the spray took shape because we know that men are unlikely to dedicate the same time to their physical appearance that women do. **Our advice for women is to use Lotion Concentrée.**

What does it mean that LCH+ “inhibits 5-alpha reductase”?

It means that LCH+ efficaciously combats the typically male form of hair loss. The enzyme 5-alpha reductase is present in the organs in which testosterone performs its functions, and it converts the testosterone into dihydrotestosterone, an even more specialized male hormone. Excess dihydrotestosterone damages the hair follicle bulb; it causes seborrhoea, irritation and progressive miniaturization of the follicle. The anagen (growth) phase of the hair is considerably shortened and gradually the follicle dies, so that the hair is no longer generated.

In order to combat androgenic alopecia, it is essential to reduce the formation of dihydrotestosterone. This is done by "attacking" the enzyme that produces it: 5-alpha reductase. Serenoa repens and the active plant extracts of Lotion Concentrée exert this very action in a natural way and without undesired effects. The regular application of LCH+ enables the follicle, not yet atrophied, to resume its “hair-manufacturing” function.

Has the efficacy of the Homme MedaVita anti-hair loss treatment been proven?

Differentiated clinical and *in vitro* tests have been conducted following rigorous experimental protocols approved by the Ministries of Health of all the countries of the European Community. They demonstrate the efficacy of LCH+ in combination with AnagenFase Shampoo against male hair loss. Dermo-clinical tests demonstrate: reduction in hair loss, reduced thinning, increase in the diameter of the hair shaft, re-growth, reduction of dandruff and seborrhoea. Experimental molecular microbiological laboratory tests also substantiate the following claims: inhibition of 5-alpha reductase, antioxidant activity, cell vitality stimulation activity. **Tests carried out confirm that LCH+ represents proof of real progress in the fight against male hair loss.**

Are LCH+ and AnagenFase Shampoo natural products?

Yes. All the ingredients used in both formulations are of natural origin, as declared by the logo “All Bio Ingredients” shown on the containers. Environmental compatibility tests show that the formulas **are eco-friendly,** i.e. they do not harm the environment. Both products have been tested for the presence of **Chrome/Nickel/Cadmium/Cobalt,** so they do not cause heavy metal allergies.

Is LCH+ used in the same way as Lotion Concentrée?

Yes, the dosage is the same, because the formulation of LCH+ is based on the presence of the same active ingredients as Lotion Concentrée, associated with another plant-derived active ingredient: Serenoa repens.

The bottle of LCH+ is appropriately marked to guarantee the correct dosing of the product (each application corresponds to a notch).

Does LCH+ also combat dandruff and seborrhoea? So I won't have to use specific products for this kind of problem any more?

All products formulated with natural ingredients exert correlated actions geared at normalizing the physiology of the skin. Of course, each product is characterized by a predominant action. When the main problem is dandruff, we recommend treatment with Antiforfora Concentrato fluid combined with KO₂ shampoo. If, on the other hand, the main problem is seborrhoea, it will require treatment with Sebodetox Shampoo and Base Sebodetox. **In the case of hair loss, both Lotion Concentrée and LCH+ act, first and foremost, on the main problem, but also contribute to resolving the problems frequently connected with hair loss.**

Can I alternate Lotion Concentrée with LCH+?

Of course. If you have to travel and can only take along a few phials, you can use them even if you have been using LCH+ at home. In this way, you won't have to interrupt the treatment.

Can I use AnagenFase Shampoo alone, without LCH+?

Yes, but only between treatment cycles. But for the treatment to be really efficacious, the use of AnagenFase Shampoo should be combined with LCH+.

