

PUROXINE A CONCENTRATE OF EFFICACY



MEDAVITA

Dry and oily dandruff

Dandruff is a skin condition characterised by unpleasant accumulation of horny scales on the scalp, often accompanied by severe itching. In the case of oily dandruff, it is associated with excess sebum production.

DANDRUFF IS CAUSED BY:

- **Excessive skin cell turnover** (or increased turnover speed)
- **Excess sebum production**
- Proliferation of **Pytirosporum ovalis** and/or **Staphylococcus aureus**
- **Increased localised inflammation**
- **Stress**

The Medavita Solution

PUROXINE

Shampoo purificante antiforfora pH 5.5
(*Anti-dandruff shampoo*)

Lozione antiforfora pH 3
(*Anti-dandruff lotion*)

Active ingredients for fighting dandruff

Myrrh, Piroctone olamine, Salicylic acid, Allantoin, Red algae, Lotion Concentrée Naturalis Essentiae complex

- | | |
|-------------------------------------------------------------------------|---------------------------------------------------------------------|
| • FIGHTING ITCHING | { MYRRH, ALOE, ALLANTOIN, RED ALGAE |
| • ELIMINATING KERATIN SCALES | { SALICYLIC ACID, ALLANTOIN, PIROCTONE OLAMINE |
| • SOOTHING | { MYRRH, ALOE, GALBANUM, ARNICA, ALLANTOIN, RED ALGAE |
| • ANTIMICROBIAL ACTION ON PYTIROSPORUM OVALIS AND STAPHYLOCOCCUS AUREUS | { MYRRH, PIROCTONE OLAMINE, ROSEMARY, GALBANUM, CINNAMON, RED ALGAE |

How to use

- **Apply 7-15 ml of Anti-dandruff shampoo** directly to the scalp and massage in to distribute evenly
- **Leave** to act for 5 to 10 minutes, rinse and repeat, using **5-10 ml** of product
- **Pat off** excess water and apply **Anti-dandruff lotion**
- **Apply** the lotion all over the scalp, particularly the areas with the most dandruff
- **Massage** gently to distribute
- **Proceed** with drying

Dosage:

Intensive phase

3 treatments a week for 4 weeks

Prevention/maintenance

At least 1 treatment a week



Clinical studies

INSTRUMENTAL TESTS (IN VITRO)

TYPE OF TEST/EFFECT	EVALUATION	
	SHAMPOO	LOTION
Antimicrobial action on <i>Staphylococcus aureus</i>	Excellent	Excellent
Antimicrobial action on <i>Pytirosporum ovalis</i>	Excellent	Excellent

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	
		DERMATOLOGICAL	SELF-EVALUATION - ***% OF TREATED
Reduction of furfuraceous exfoliation	2	-63%	-
	4	-90%	90%
Total disappearance of furfuraceous exfoliation	4	27%**	-
Reduction of itching	4	-	93%
Reduction of oiliness	4	-	87%
Better combability	4	-	87%

*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	87%	83%
Good foaming action	90%	-
Good cleansing action	90%	-
PRODUCT APPLICATION		
Easy to apply	100%	87%
Easy to rinse	100%	-
Doesn't make hair greasy	-	87%
Doesn't dry out the hair	-	93%
Doesn't make hair limp	-	90%
CONDITION OF HAIR AFTER USE		
Makes hair soft	87%	87%
Makes hair easy to comb	87%	77%
Makes hair shiny	80%	73%

DERMATOLOGICALLY AND MICROBIOLOGICALLY TESTED TREATMENT
CHROME/NICKEL TESTED

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 Puroxine treatment

(Anti-dandruff shampoo + Anti-dandruff lotion):

Application of lotion: 1 phial (= 6ml) 3 times a week for 4 weeks

Volunteers: Men and women aged 18 to 65 · Phototypes ranging from light to Mediterranean but not olive-coloured skin (types II-IV on the Fitzpatrick scale) · Furfuraceous exfoliation of the scalp (50% of volunteers with dry dandruff - 50% of volunteers with oily dandruff)



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STILE NATURALE

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