

REQUILIBRE A CONCENTRATE OF EFFICACY



MEDAVITA

Seborrhea

Seborrhea is a skin disorder resulting in increased sebum production and/or a modification in the type of sebum due to endogenous factors. The result is an unattractive oiliness of the scalp which can, in the most severe cases, result in hair loss.

SEBORRHEA IS CAUSED BY:

- **Excess sebum production**
- Production of **sebum with an altered composition**
- **Local micro-inflammation** with the presence of microorganisms (*Pytirosporum ovalis* and/or *Staphylococcus aureus*)
- **Excessive presence of the enzyme 5- α reductase**

The Medavita Solution

REQUILIBRE

Shampoo sebo-equilibrante pH 5.5
(*Sebum-balancing shampoo*)

Lozione sebo-equilibrante pH 3
(*Sebum-balancing scalp lotion*)

Sebum balancing active ingredients
Ginger, Abietic acid, Soy protein, Piroctone olamine, Salicylic acid, Red algae, Serenoa repens, Allantoine, Lotion Concentrée Naturalis Essentiae complex

• NORMALISATION OF SEBUM SECRETIONS	{ SERENOA REPENS
• PURIFYING ACTION	{ PIROCTONE OLAMINE, SALICYLIC ACID, CINNAMON, RED ALGAE
• SELECTIVE CLEANSING OF SEBUM	{ ABIETIC ACID AND SOY PROTEIN
• ANTI-OXIDANT ACTION	{ ROSEMARY, GINGER
• SOOTHING AND ATTENUATION OF ITCHING	{ ALOE, ALLANTOIN, MYRRH, ARNICA
• INHIBITION OF 5- α REDUCTASE ENZYME	{ SERENOA REPENS

How to use

- **Apply 7-15 ml of Sebum-balancing shampoo** directly to the scalp and massage in to distribute evenly
- **Leave** to act for 3 minutes, rinse and repeat, using **5-10 ml** of product
- **Pat off** excess water and apply **Sebum-balancing scalp lotion**
- **Apply** the lotion all over the scalp, particularly the areas most affected by seborrhea
- **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 (SEBOMETRY)

TYPE OF EFFECT	WEEKS OF TREATMENT	RESULT
Progressive reduction of sebum on the scalp	2	-19,70%
	4	-30,64%

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 CASES
Reduction of seborrhea	2	-70%	-
	4	-90%	83%
More volume and body for the hair	2	+73%	-
	4	+87%	-
Better combability	4	-	73%
Hair stays clean longer	4	-	80%
Style lasts longer	4	-	83%

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

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 Reequilibre treatment

(Sebum-balancing shampoo + Sebum-balancing 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 very light to Mediterranean but not olive-coloured skin (types I-IV on the Fitzpatrick scale) · Seborrhea of the hair and scalp (sebometric values > 220)



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