

MedaVita and
Lotion Concentrée*
fight hair loss.

Plant effectiveness.
Pure beauty.



*Limited edition:
free MV Organic Shampoo

CUMATI.VI
MV

medavita

Dear Professionals and Customers,

our company has always had a special relationship with Nature and its precious resources. Formulated using pure plant, bio-compatible active ingredients from renewable sources, our products are a precious tool for those who accept no compromise between performance and ecology.

Today, we are proud of the fact that we have not jumped on the latest “organic” cosmetics bandwagon, but can claim to **have always been phytoceutical**. Not due to market needs, but due to a choice of respect and awareness which was born with the MedaVita brand, 46 years ago.

All our Curativi products include the most delicate and high-performance natural ingredients. Safe, modern extraction and production techniques which respect the environment make **Nature the most skilled of architects**, enhancing product effectiveness. Diligent clinical tests, in cooperation with the most prestigious University Institutes, confirm the success of our choice to privilege the use of natural ingredients wherever possible, without compromising on the highest professional performance of our treatments. MedaVita collaborates with professionals from all over the world, to whom it dedicates its high-performance products: **as we are a professional brand, we do not compromise on results**.



Believing in the ethical and social role of business, MedaVita is committed to being a good **example of responsibility in respecting and protecting the environment and our workers**. Convinced that supplying extraordinarily effective professional treatments cannot be done at the expense of environmental and social health, we privilege ethical, natural and strictly renewable sources, we exclude the use of “questionable” raw materials and superfluous, non-recyclable packaging. We play, and will continue to play a front-line role in searching for green alternatives to the petrochemical technologies used in the cosmetics industry. Every year, we import more than 9 tonnes of 100% plant active ingredients from Sri Lanka, Japan, Switzerland, South Africa, India and the Maluku Islands. Every ingredient is strictly controlled, each batch chosen for its efficacy. The geographical origin is selected to assure the best extracts. Such a large use of natural ingredients allows us to reduce to a minimum the emission of synthetic chemical products into the environment.

Lotion Concentrée is famous throughout the world. It fights hair loss successfully, **exclusively with phytoceutical ingredients**. This is an example of a truly natural product which treats a problem, and offers an example of responsibility which goes beyond service. We are proud to present a limited edition, together with a new **100% natural** MedaVita product, **Organic smog/block shampoo for frequent use**, formulated according to the highest quality standards and strictest production specifications. Its high performance is a further step towards zero-impact professional cosmetics.

Thanks to you who, year after year, guarantee the success of our botanical genius, choosing products which make the most of a marvellous ancient profession, respecting the Planet,

Giancarlo Verona , MedaVita Chairman
June 2009



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MedaVita

Arnica



Rosemary



Aloe



Ginger

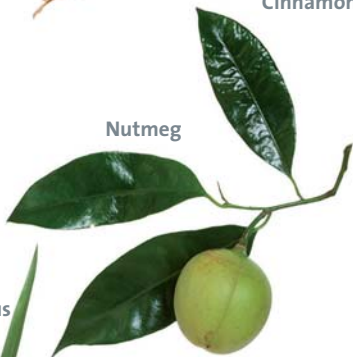


Cinnamon



Eugenia

Nutmeg



Zedoary



Larix

Calamus



Liquidambar



Ricinus communis



Lotion Concentrée

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The natural solution to hair loss.

Today in a limited edition: + 2 phials and free Organic Shampoo.

Scientific phyto-tricology of the highest level.

Lotion Concentrée was created from a formula from the **Swiss pharmacopeia**. A team of researchers carefully selects **the best plant extracts**. Extraction methods, doses and the synergy of the natural ingredients are studied to reap the greatest benefit from the curative properties of every active ingredient. This is the secret of the high product performance. Lotion Concentrée is patented in the international category of "Hair care lotions, preparations to increase hair growth" [**International Patent WO 99/20232**].

A concentrate of twenty plant extracts infused for 55 days.

The Lotion Concentrée production cycle is as natural as its many ingredients. Something extraordinary takes place when the mixture of components is transformed into Lotion Concentrée: the active ingredients are spontaneously freed and combined in a concentrate which is far more effective than the sum of its parts.

Documented results.

The efficacy of Lotion Concentrée is approved by University Clinical Institutes. The tolerability tests are carried out by the best independent laboratories recognised by the Ministries of Health of the European Union. This quality level makes MedaVita one of the most prestigious brands in the tricology sector

Phytoceuticals. The heart of MedaVita Research.

Arnica, Rosemary, Aloe, Calamus, Myrrh, Cinnamon, Ginger, Galbanum, Nutmeg, Camphor, Eugenia, Zedoary, Galanga, Liquidambar are just some of the many plant extracts used to make Lotion Concentrée. Each extract contains active ingredients which have a specific action. Their synergy acts as a **veritable reserve of anti-age ingredients, a specific treatment against hair loss and a sure result**. The active ingredients of Lotion Concentrée are carefully selected and controlled to meet the following criteria:

- Selection of the batch of each ingredient with the required activity
- Establishment of the extraction method which best preserves the component activity
- Source renewability
- Geographical origin selected to assure the best extracts: **Sri Lanka, Japan, Switzerland, South Africa, India, Maluku Islands, Central Asia.**



MedaDita

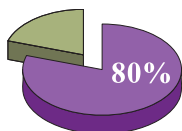


The MedaVita Anti-hairloss Treatment. Trattante Shampoo + Lotion Concentrée.

CURATI VI

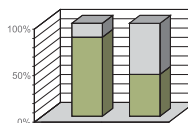
Lotion Concentrée is a unique, exclusive concentrate of vitalizing substances and growth factors of plant origin.

After only 6 weeks (1):



- regrowth in 80% of volunteers
- 48% reduction in hair loss
- reduced thinning in 70% of cases
- 90% of participants satisfied with regrowth

After 12 weeks:



- hair loss reduced to zero in 45% of cases
- reduced hair loss in 85% of test subjects

Tested results. Lotion Concentrée, combined with Trattante shampoo (2), increases local microcirculation, balances the androgen hormone metabolism as it affects the hair follicle, extends the vital cycle of the hair. Dermatologically tested to be hypoallergenic – Chrome/Nickel tested.

1. Clinical tests under dermatological control (Evic Italy)

2. In vitro and clinical tests (University of Urbino, Abich, Biolab, University of Catania, ISPE)

Trattante Shampoo complements Lotion Concentrée for an effective anti-hairloss treatment. By releasing plant-derived active ingredients (Coltsfoot, Achillea and Cincona) it encourages oxygenation of the scalp and protects the hair. The essential proteins guarantee shine and flexibility for the shaft. It respects the physiology of even the most sensitive scalps.



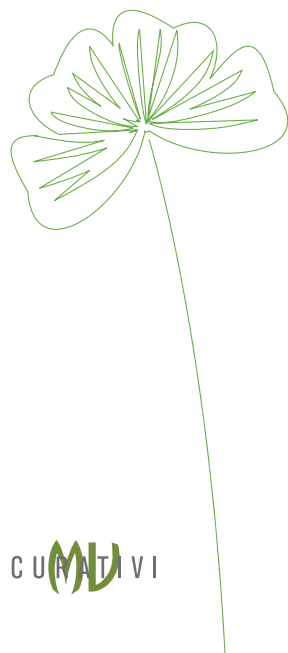
Limited edition.

Two more reasons for choosing Lotion Concentrée.

The limited edition of Lotion Concentrée, available from today in salons, offers:

1. longer-lasting treatment (+2 free phials)
2. a free trial of new, frequent use smog/block Organic Shampoo (free handy travel size 100 ml bottle, for 10 applications, complying with the new airport regulations on hand baggage).

For further information, visit our website www.medavita.it



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New.

MV Shampoo organico Smog/block organic shampoo for frequent use

- Cleanses and disentangles hair naturally, using only organic ingredients
- Leaves you hair feeling lighter and cleaner
- Helps prevent pollutants (dust, gas, smoke, acids, heavy metals) from settling on the hair.

Contains:

- Cleanses and disentangles hair naturally, using only organic ingredients
- Leaves you hair feeling lighter and cleaner
- Helps prevent pollutants (dust, gas, smoke, acids, heavy metals) from settling on the hair.

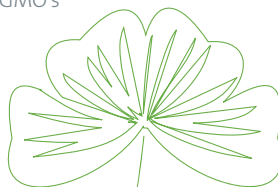
Does not contain:

- Lauryl ether sulphates
- Parabens
- Synthetic colouring agents
- Substances of animal origin
- GMO's

The formula of our frequent use smog block Organic Shampoo is governed by a series of strict regulations set at international level for **Natural cosmetic products**. It is not tested on animals and is made using **raw materials of strictly controlled vegetable origin**. All the ingredients are renewable and the packaging can be recycled.

Our high-performance formula meets the demands of haircare professionals and the expectations of all those consumers looking for **environment-friendly phytoceutic solutions**.

Organic Shampoo is available for retail in 250 ml bottles.



MV Organic Shampoo. Green at Heart.

Moringa seeds: a barrier against smog.

Every day, our hair is attacked by a whole host of **polluting agents**, such as carbon oxide, which the air is often heavy with. The polluting substances released into the atmosphere react with the sun's rays, producing highly oxidising free radicals, which **settle on the hair and penetrate into it**. Our hair's natural defences alone are not sufficient to fight these free radicals, so we need a helping hand. The visible effects of this damage include dull, heavy hair and changes to melanin pigment. The **vegetable microproteins obtained from Moringa seeds**, which make up an extremely high percentage of our Organic Shampoo, are effective in combating oxidation and the damage caused by photochemical smog, which can alter the fibre structure of the hair. They form an authentic **protective shield** against smog, PM10, gas and smoke, keeping hair fibre clean and healthy. They are also effective in keeping **unpleasant smells at bay**, giving the hair extra body, elasticity and ease of combing.

The Moringa plant is used frequently in diets among the populations of tropical areas, for its extraordinary properties: it contains Vitamin A, Vitamin C, Calcium, Potassium, Protein. All parts of the plant are edible, and the crushed seeds are used to **purify water**, making it drinkable.

Olea europaea: cleanses the green way.

This delicate, Olive-based shampoo cleanses the hair gently, restoring its natural balance and keeping it soft, smooth, light and uniquely shiny. For hair that's both clean and protected.

Essential oils: organic fragrance.

The essential oils used in our Organic Shampoo help to preserve the product and add a pleasant fragrance, obtained by using steam to distil geranium, peppermint, eucalyptus and lavender. The result is a fresh, delicate, slightly medicinal, exquisitely aromatic fragrance.



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MedaVita. Organic treatments.

Lotion Concentrée and the other MedaVita Curativi treatments have always been **formulated using plant extracts** and contain the best that Nature and Science can offer. To sum up in just one word, we call them **“Phytoceuticals”**. Phytoceuticals uses molecules from the plant and phytosomic world to assure repeatable, controllable effectiveness. To guarantee the effective use of natural ingredients, we have added a **new “Bio” logo** to our Curativi treatment product packaging, to represent our natural vocation in icon form.

- All Bio Ingredients: indicates that all the ingredients used are of natural derivation, as in the case of Lotion Concentrée.
- Bio Ingredients: to guarantee the unquestionable professional performance of our products, the natural active ingredients represent a major component, but not all of the formula.

MedaVita. Professional, no compromise.



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100% recycled paper:
no tree has been cut down to produce this brochure.
Printed using vegetal oil-based ink.

medavita®
Milano - Italia

www.medavita.it - @: medavita@medavita.it - export@medavita.it
Tel. +39.02.480.501