

VELOUR A CONCENTRATE OF EFFICACY



MEDAVITA

Sensitive skin

Sensitive, or sensitised, skin has an excessive negative reaction to various external and internal factors such as chemical and physical agents, stress and insomnia.

The skin loses its ability to defend itself, generating a state of inflammation which is often accompanied by itching, tension and painfulness.

BOTH SENSITIVE AND SENSITISED SKIN ARE CHARACTERISED BY:

- **Minor local inflammation**
- **Dehydration**
- **Loss of elasticity**
- **Flaking**

The Medavita Solution

VELOUR

Shampoo lenitivo pH 5.5
(*Soothing shampoo*)

Lozione tranquillante pH 6
(*Soothing scalp lotion*)

Lozione dermorelax pH 4.5
(*Relaxing scalp lotion*)

Active ingredients with a soothing and calming action

Lavender, Calendula, Achillea, Linden, Elderberry, Wheat germ, Zanthalene, Bisabolol, Allantoin, Panthenol

- SOOTHING MINOR LOCAL INFLAMMATION { CALENDULA, LINDEN, ACHILLEA, BISABOLOL
- TONIFYING AND HYDRATING { LAVENDER, ALLANTOIN, ELDERBERRY, PANTHENOL
- ELIMINATING KERATIN SCALES { ALLANTOIN
- ATTENUATING ITCHING { ZANTHALENE, BISABOLOL

How to use

- Apply 7-15 ml of **Soothing 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 **Soothing scalp lotion**
- **Apply** the lotion all over the scalp, particularly the most sensitive areas
- **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

Relaxing scalp lotion: an emergency treatment for use before and after technical services and/or whenever instant relief is required



Clinical studies (Complete Soothing shampoo + Soothing scalp lotion treatment)

INSTRUMENTAL TESTS (COLORIMETRY)

TYPE OF EFFECT	WEEKS OF TREATMENT	EVALUATION
Reduction of reddening of the skin	4	-21,80%

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 reddening of the skin	2	-58%	-
	4	-75%	-
Reduction of flaking	2	-46%	-
	4	-71%	-
Good soothing action	4	83%**	90%
Reduction of itching	4	-	90%
Helps prevent irritation caused by external agents	4	-	80%

Clinical studies (Relaxing scalp lotion)

INSTRUMENTAL TESTS (IN VITRO)

TYPE OF EFFECT	EFFECT	EVALUATION
Protective/repairing action	Repair and recovery of vitality of the <i>keratinocytes</i>	+70%
	Anti-inflammatory action	Excellent

DERMATOLOGICAL TESTS*

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

TYPE OF TEST/EFFECT	WEEKS OF TREATMENT	EVALUATION - **% OF TREATED CASES	
		DERMATOLOGICAL	SELF-EVALUATION
Reduction of rash	4	70%	-
Reduction of furfuraceous exfoliation	4	60%	-
Good soothing action	4	83%	-
Reduction of irritation	4	-	67%
Reduction of itching	4	-	87%

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

SENSORIAL TEST (Soothing shampoo – Soothing scalp lotion – Relaxing scalp lotion)

Appreciation of use as assessed by volunteers following the treatments

EFFECT	SELF-EVALUATION – % OF CASES TREATED		
	SHAMPOO	SOOTHING SCALP LOTION	RELAXING SCALP LOTION
PRODUCT FEATURES			
Pleasant fragrance	100%	93%	73%
Good foaming action	93%	-	-
Good cleansing action	100%	-	-
PRODUCT APPLICATION			
Easy to apply	100%	87%	80%
Easy to rinse	100%	-	-
Doesn't make hair greasy	-	87%	87%
Doesn't dry out the hair	-	90%	93%
Doesn't make hair limp	-	87%	93%
CONDITION OF HAIR AFTER USE			
Makes hair soft	93%	80%	80%
Makes hair easy to comb	90%	80%	73%
Makes hair shiny	83%	80%	67%

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 Velour treatment (Soothing shampoo + Soothing scalp lotion):

Application of lotion: 1 phial (= 6ml) 3 times a week for 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) · Sensitive scalp (50% of volunteers) · Habitual use of dyes (50% of volunteers)

Relaxing scalp lotion treatment:

Application of lotion: 1 phial (= 6ml) once or more often a week for 4 weeks

Volunteers: Women aged 18 to 65 · Phototypes ranging from light to Mediterranean but not olive-coloured skin (types II-IV on the Fitzpatrick scale) · Generalised itching accompanied by furfuraceous exfoliation of the scalp



MEDAVITA
STILE NATURALE

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