

# hair'inside...

- > THE NEW HAIR REVITALIZER
- > PROMOTES GROWTH, SHINE & STRENGTH
  > HAIR BEAUTY

action to protect hair.



noticed an increase in hair growth

found Hair'inside<sup>TM</sup> efficient after only 1 month

Dermal papilla cells proliferation

Green tea extract / Bamboo extract / Selenium yeast



- > Patent-pending formula
- > Scientifically proven synergistic effect
- > Validated claims & proprietary beauty claims
- > Tested under dermatological control









#### **PROPRIETARY BEAUTY CLAIMS:**

- ≥88% of consumers who tested Hair'inside™ noticed an increase in hair strength after 1 month.\*
- >95% of consumers who tested Hair'inside™ noticed shinier hair after 2 months.\*
- > 95% of consumers who tested Hair'inside™ noticed an improvement in hair beauty after 3 months.\*

### PROPRIETARY CONSUMER'S SATISFACTION **CLAIMS:**

- >85% of consumers found Hair'inside™ efficient after 1 month.\*
- > 93% of consumers are satisfied with Hair'inside<sup>TM</sup>.\*

### **VALIDATED AND PENDING EFSA CLAIMS:**

- > Selenium contributes to the maintenance of normal hair.
- > High Selenium.
- > Green tea stimulates circulation.
- > Green tea helps maintain a healthy blood circulation.

### **EXTRA CLAIMS:**

- > Proven synergistic mechanism.
- > Tested under dermatological control.



Daily dose: 280 mg













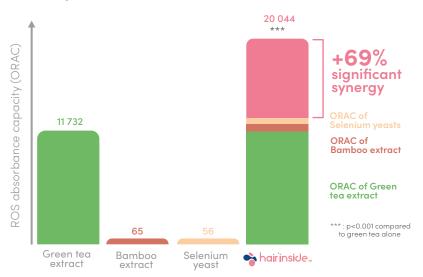
## Mechanisms of action

# PATENTED PENDING FORMULA

### SYNERGISTIC ANTIOXIDANT ACTION

+ 69% of ROS absorbance capacity

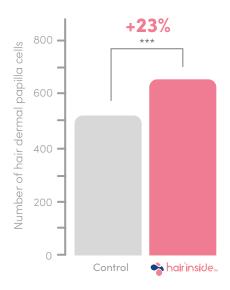
Reactive Oxygen Species (ROS) cause progressive damage to hair cell structures.



### PROLIFERATION OF DERMAL PAPILLA CELLS

+23% cell proliferation

Dermal papilla cells play a role in hair growth.



# Real-world study under dermatological control

40 PARTICIPANTS 25 TO 45 YEARS OLD 280 MG/DAY 3 MONTHS CONTROLLED BY A DERMATOLOGIST

### **GLOBAL EFFECT ON HAIR BEAUTY**

Beautiful hair is defined by its shine, strength, density and growth. Participants evaluated these parameters as well as overall hair and nails beauty. After three months of supplementation, all these parameters were improved.



### **FAST EFFECTIVENESS**





are **satisfied** and noticed improvements in hair **growth**, **strength**, **shine** and **beauty**.



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