



ENERGIZZANTE



ENERGIZING CAPILLARY BATH FOR HAIR LOSS

Modern capillary bath, without sls and parabens, ideal for delicate hair washing, even on a daily basis. Serenoa, yarrow, ginseng, panthenol, capsicum. It sanitizes the scalp, counteracts persistent hair loss making it strong, shiny with a good almond scent.

INGREDIENTS: Aqua-water, sodium coceth sulfate, disodium lauryl sulfosuccinate, cocamidopropyl betaine, sodium chloride, citric acid, propylene glycol, serenoa repens extract, achillea millefolium extract, capsicum frutescens extract, panax ginseng extract, menthol, prunus dulcis (sweet almond) oil, polyquaternium-10, polyquaternium-7, parfum, panthenol, tocopheryl acetate, benzyl alcohol.

ENERGIZING LOTION IN VIALS 7ml and DROPS 100ml

Energizing lotion, in a box of 12 7ml vials or in an elegant sugar cane plastic package with a practical dropper; rapid action on severe hair loss, often due to stress, trauma or vitamin deficiencies.

FUNCTIONAL SUBSTANCES: Serenoa repens extracts, hops, yarrow, nettle, ginkgo biloba, cinchona, birch, arnica, horse chestnut, mallow, menthol, salicylic acid, d-panthenol, mix of essential oils (lavender, white thyme), ethyl nicotinate, camphor, vitamin E, vitamin B6, vitamin B12, vitamin H, mucopolysaccharides capable of performing a rapid shock action and strengthening the hair, in the growth phase (new anagen), acting at bulbar level.

It is recommended to use it daily for 3 months, then once a week as maintenance.

INGREDIENTS: Alcohol denat., Aqua-water, Glycerin, PEG-40 hydrogenated castor oil, Azelaic acid, Menthol, Panthenol, Salicylic acid, Serenoa serrulata fruit extract, Lavandula angustifolia oil, Thymus vulgaris leaf oil, Biotin, Inulin, Hydrolyzed glycosaminoglycans, Pyridoxine HCl, Tocopheryl acetate, Tetra sodium glutamate diacetate, Linalool, Linseed acid, Achillea millefolium flower/leaf/stem extract, Aesculus hippocastanum seed extract, Gardenia jasminoides meristem cell culture, Arnica montana flower extract, Betula alba leaf extract, Cinchona succirubra bark extract, Ginkgo biloba leaf extract, Humulus lupulus cone extract, Malva sylvestris flower/leaf extract**, Vitis vinifera extract, Urtica dioica extract, Methyl nicotinate, Camphor, Limonene, Cyanocobalamin, Polysorbate 20, Xanthan gum.

** = from organic farming

CAPSICUM

Annual herbaceous plant. The capsicum contains a pungent active ingredient of which Capsaicin is the main constituent. The capsicum also contains various carotenoids, flavonoids, some vitamins (A, B2, C, E). For external use, it is used as a skin revulsive for the treatment of rheumatism, neuralgia, chilblains. applied to the skin it causes a sensation of heat. The raw juice of fresh capsicum has shown antibacterial properties in vitro. The capsicum produces a sensation of heat and has a rubefacient or, at least stimulating action (of the thermosensitive cutaneous nerve endings, without affecting the capillaries). It is therefore used in cosmetic preparations with a stimulating effect, in creams for pale, undernourished, atrophic skin, in products with a slimming effect and, due to its recognized bacteriostatic effect, in anti-dandruff products.

SERENOA REPENS

Shrub 3-4 meters tall, with palmate leaves. Native to the Indies and southeastern coasts of North America. The red fruits are used. They contain essential oil, enzymes, tannins, resins and sistosterin. The effectiveness of *Serenoa repens* in the treatment of hair loss is given by the inhibitory action of 5-alpha-reductase, an enzyme involved in the transformation of testosterone into dihydrotestosterone, a biologically active metabolite capable of stimulating the formation of dandruff and excess sebum on the scalp, suffocating the hair bulb which becomes increasingly atrophic (miniaturization of the hair) until it falls prematurely.

ACHILLEA

Spontaneous growing plant. The flowering tops are used for medicinal uses. Among the active substances in the first place the essential oil, consisting of various terpenes, organic acids (including salicylic, isovalerianic, formic), some flavonoids (rutin, luteolin, apigenin), as well as camazulene, mucilage, tannins, phytosterols.

Bioflavonoids are active ingredients that help maintain the normal integrity of the capillaries by renormalizing their attenuated functions due to increased fragility or decreased resistance. The protective, refreshing and lightening action of yarrow extracts is due not so much to the mucilages present in modest concentrations, but to the aforementioned flavonoids, substances that give this drug characteristics of behavior similar to those of chamomile. In cosmetic uses, yarrow extracts have proved to be particularly effective in hair treatment preparations as scalp stimulants, to promote blood circulation, all to the benefit of the health and hair growth. Good results are also obtained in the treatment of dandruff and oily hair.

HOP

The bioflavonoids contained in the plant help maintain the integrity of the capillaries, renormalizing their functions attenuated by increased fragility or decreased resistance. The presence of aminoacids and proteins in the drug can be exploited in moisturizing and toning and firming products. Phytosterols seem to be the most interesting components for cosmetic purposes. They have stimulating, revitalizing and normalizing skin tone and turgor properties. With their use, it is possible to create cosmetics capable of imparting turgidity to the epidermis, softening of the stratum corneum, smoothing out small wrinkles, general toning of the skin tissues with a marked improvement in the firming sense of the dermal structure. Hop extracts are used in the preparations of cosmetics intended for the treatment of the hair and scalp. Always in function of the phytosterol elements and the various functional substances constituting the essential oil, hops is effective as a hair growth stimulant and for the good maintenance of the superficial tissues of the scalp.

D-PANTHENOL

D-panthenol (vitamin B5) is used successfully in both skin and hair care products. In cutaneous applications it is used because after its penetration into the skin it acts as an internally active moisturizer, stimulates cell proliferation and helps tissue repair, promotes normal keratinization and promotes healing of small wounds, light abrasions and burns thanks to its soothing properties. Basically, d-Panthenol has an excellent ability to retain moisture and this helps keep the skin soft and supple and has a soothing action. Likewise, considerable improvements have been obtained in the treatment of the scalp and hair as it stops or at least slows down hair loss, promotes faster regrowth and finally the regrown hair is healthier and stronger.

A marked dermatrophic effect is attributed to d-Panthenol, especially with regard to the regeneration of the epithelium; the new epithelium has greater resistance and this seems to be due to the fact that the deeper epidermal layers assume a more compact structure. It is also used in topical applications against itching, the treatment of irritated skin, dermatoses.

NETTLE

Dioecious nettle is certainly one of the richest medicinal plants in therapeutic active ingredients: nitrogenous substances (proteins and amino acids), sugars, fats, phytosterols, an essential oil rich in ketones, aldehydes and acids, formic acid, sulphur, salts minerals, some vitamins (B, C, K) and provitamins, as well as tannins, waxes, mucilages.

The best known use of the plant is as an active agent against dandruff and hair loss. It is also active against scalp itching. In all cases of exploitation in products for capillary treatment, the properties of the active ingredients of the plant are exploited as stimulants of the hair papillae. The antiseborrheic, slightly astringent and healing action is also used for the treatment of acne-prone, oily, impure skin. The stimulating function of nettle extracts can be further used in cosmetics with a stimulating and toning function for dry, tired, senescent skin. Finally, the high chlorophyll content suggests its use in the preparation of body deodorants.

THYME AND LAVENDER

Purifying and perfumed essential oils. They have a calming, anti-inflammatory, tonic, healing, refreshing and antiseptic activity.

AZELAIC ACID

Azelaic acid is a well-known ingredient in cosmetics for its multiple activities, it is above all an antibacterial. Its use is aimed at those with skin dyschromia (dark spots) and is part of that group of substances useful for this purpose. Azelaic acid is also used in the treatment of baldness (both male and female). Its action counteracts the harmful effects of the 5 AR enzyme, the main responsible for weakening and losing hair.

VITAMIN B6

Vitamin B6 (or Pyridoxine) - playing an important role in the biological processes of interconversion of carbohydrates, lipids and proteins - can be identified as a regulator of material turnover, especially of the liver, nervous system and also of the skin. Certain skin discomforts can therefore be closely related to a lack of this vitamin. In particular, vitamin B6 deficiency can cause epidermis atrophy, slight hyperkeratosis of hair follicles and sebaceous glands, loss of subcutaneous lipids, etc. Pyridoxine acts directly on the sebaceous glands and there is no doubt that it is involved in correcting an imperfect metabolism of fatty acids. There are numerous indications regarding the topical use of this vitamin in dermatology, in particular in the treatment of seborrhea of the scalp or acne. The UV spectrum also shows that Vitamin B6 acts as a UV filter and this could be one more reason to use this vitamin and its derivatives in cosmetic preparations.

VITAMIN H

Vitamin H, also known as Biotin, was discovered as a growth factor in yeast. It is a complex organic acid, containing sulfur. Vitamin H is necessary for the development of microorganisms, plants and animals. It is therefore to be considered associated with cell development processes. The development of skin lesions is one of the classic telltale symptoms of this vitamin deficiency. Only a few years ago some uses of this vitamin have been made known and specifically in the preparation of lotions for the treatment of oily hair (in seborrheic subjects). Its use could also be envisaged in the production of cosmetics (creams, milks, lotions, gels, etc.) also intended for the treatment of oily, impure skin. Another application segment could be that of the protection of skin appendages.

GLYCOSAMININOGLYCANS (GAGs)

They consist of long unbranched chains formed by disaccharide units (N-acetylgalactosamine or N-acetylglucosamine and a uronic acid such as glucuronate or iduronate). Chemically, they are therefore polymers of amino sugars, endowed with a high negative charge and which can be divided into two groups: non-sulphured (hyaluronic acid) and sulphured (chondroitin sulphate, keratan sulphate, dermatan sulphate, heparan sulphate). They constitute the amorphous portion or fundamental substance of the connective tissue, whose function is to regulate the amount of water present in the skin and has a support function by contributing to the maintenance of trophism, hydration and elasticity.

RED CHINA (CINCHONA)

In cosmetics it is used to tone, but especially for oily scalp and hair.