LOSS & GROWTH

Hair Loss Serum

With Pea Proteins, Microalgae and Lemon Water

After 150 days of product application:

90% **of the volunteers experienced increased hair density**

Over **88%** **of the volunteers had a reduction in hair loss**

100% **of the volunteers were satisfied with the product.**
of the volunteers would continue using the product.
of the volunteers would purchase the product.

Alopecia is the abnormal loss of hair. As a general rule, all people lose 70 to 100 hairs per day. When a person loses more than 100 hairs a day, it is considered to be suffering from baldness.

The most common thing is that this hair loss occurs on the head, but it can also affect eyebrows, eyelashes, beard, armpits, and even the genital area.

Losing more than 100 hairs a day is not always due to the most common fear: permanent alopecia. There are a series of factors that can generate excessive temporary hair loss, such as:

· Hair loss due to stress

· Hormonal problems

· Alopecia due to pregnancy or childbirth

· Medication

· Alopecia due to illness

Hair is a symbol of status and beauty in our society, and when hair starts to fall out, **a difficult and complicated situation is generated that is difficult to treat,** not only for men but also for women.

Feelings of shame and even depression can be the consequences of hair loss. To solve it, not everyone wants or can afford to go through surgery and undergo a hair transplant. Therefore, a large number of people affected by this situation choose to look for a solution that addresses the problem at its roots and acts on the causes of hair loss to reverse the process.

Entre los muchos productos del mercado que dicen tratar la pérdida del cabello, solo aquellos que contienen ingredientes naturales tratan la pérdida de cabello sin efectos secundarios.

LABESP, faithful to its policy of 100% transparency and natural ingredient products, presents **LOSS AND GROWTH**, an anti-hair loss treatment that helps delay and prevent the development of hair loss, which can be used by both men and women and is applied directly to the scalp.

TECHNOLOGY

LOSS AND GROWTH is a hair serum that strengthens hair and activates the growth of hair follicles without the need for ingredients with hormonal activity against hair loss. I**t contains 16 highly concentrated and pure active ingredients.** The combination of these 16 ingredients produces a synergistic effect that directly acts on the hair follicles of the scalp, reducing hair loss, increasing the volume and density of existing hair, and promoting the growth of hair fibres that were in the shedding phase.

Growth is stimulated in the long term, resulting in radiant-looking hair and healthy vitality from the root of the scalp to the tips. It reinforces the structure, resistance, fullness, and strength of thin and weak hair in both women and men.

It can be used to activate hair growth or as a preventative measure to promote long-term hair follicle health.

PERFORMANCE

Hair growth is a natural process regulated by hormones in our body. It is a cyclic process that lasts for months, and therefore when hair loss begins to occur, patience is necessary to reverse this phenomenon.

To achieve lasting results, it is necessary to be consistent with the treatment, as changes start to become noticeable after 45 days.

After this established time, small tufts of hair begin to grow around the hairline, which may appear as baby hairs or broken strands. This is new hair growth, which will become thicker and denser as it grows and gains strength over time.

LOSS AND GROWTH is not only intended for those who want to recover their hair and reverse the loss process, but also for those who want to prevent thin and sparse hair, and for those who simply want to maintain the quality of their hair and use it as a preventive treatment.

WAY OF USE

Gently massage to evenly spread the product with your fingers, stimulating microcirculation and promoting complete absorption.

No rinsing is necessary.
Leave on for at least 6 hours.

Recommendation: can be used both day and night. Apply daily before going to bed. In the morning, wash hair normally. For best results, daily and regular use is necessary. For visible results, it is recommended to use for at least 45 days.



NATURAL ORIGIN: Natural with BIO ingredients.
Please find packaging options at the end of the catalogue. All product formulas can be adapted to the requirement of every customer

LOSS & GROWTH

Hair Loss Serum

Organic Lemon Water: rich in vitamins and minerals that help revitalize and detoxify hair fibres, thus protecting the hair. In addition, it has a high concentration of potassium, an essential element for life and beneficial for the treatment of hair follicles without growth: it provides an extra energy boost and vitality, leaving the hair fresh and strengthened.

Pea Proteins: high concentration of vegetable protein peptides that provide powerful results in hair fibres. Due to the high concentration of antioxidants such as carotenoids -lutein in particular- and flavonoids, in addition to a high content of vitamin C, vitamin B1, vitamin B2, peas act as antioxidants preventing cellular aging and activating cellular growth from the root of the hair follicle.

Turmeric Conditioner: used for the prevention and reduction of hair loss, achieving an increase in hair density. It stimulates follicular activity, optimizes the hair cycle, and improves the density, hardness, and health of growing hair.

Panthenol: penetrates the cuticle and hair shaft, where it helps retain moisture and provides volume. It is also a useful moisturizer and emollient. It spreads evenly over the surface of hair strands, forming a thin film on the surface of the cuticle. This film provides greater cohesion to the reflection of light on the surface of the hair, which is manifested in exceptional shine and radiance, providing a healthy hair appearance.

Arginine: is an essential amino acid that is not produced by our body and that is part of the hair proteins, that is, of keratin. This amino acid is a precursor to a substance called nitric oxide, which is essential for natural hair growth.

Soy Extract: nnourishes and moisturizes the hair, restores its flexibility and gives shine, while rehydrating the hair, preventing its loss of colour and protecting the hair tone.

Wheat Extract: is a source of essential fatty acids, antioxidants, and high-quality proteins that help prevent and treat hair loss. It promotes healthy hair growth, combats dryness, acts as a natural conditioner, protects the scalp, and helps seal split ends.



Ginkgo Extract: activates microcirculation in the scalp. By stimulating blood flow in the scalp, hair follicles receive a greater supply of oxygen and blood. Without this supply, the hair becomes weaker, devitalized and eventually falls out

Peptides: are vital for the scalp to grow strong. But in addition to stronger hair, hair peptides are one of the best remedies against hair loss, promoting growth and providing thickness and vitality.

Hops Extract: has astringent and antiseborrheic properties that help fight certain irregularities in the scalp, such as scaling, excess sebum, dandruff, and other circumstances that contribute to altering hair health. The use of hops on hair helps to calm irritated or saturated scalp, and allows hair to grow stronger and shinier, preventing hair loss and keeping it free of impurities.

Alfalfa Extract: is a source of vitamins A, B, C, E and K, as well as minerals such as iron, magnesium, phosphorus, manganese, cobalt, silica, copper, molybdenum, and zinc. All of them are essential for healthy and strong hair. The bioactive substances present in alfalfa (such as chlorophyll) confer a high antioxidant level that helps us to fight the environmental factors that can cause our hair to fall prematurely.

Sweet Clover Extract: is rich in isoflavones, natural estrogens that strengthen hair, prevent dandruff and scalp irritations.

Amino Acids: are the fundamental building blocks of hair fibre structure. They provide nutrition, hydration, enhance hair growth, and generate a repairing effect on brittle hair.

Microalgae: extract from the Isochrysis Galbana algae, whose clinical studies demonstrate that it contains molecules that participate in the hair growth process, enhancing the appearance of new hair fibres and at the same time strengthening and fortifying existing hair.

Phytic Acid: the absence of vitamins causes hair to grow fragile and brittle. This molecule stimulates hair follicles, promotes cell regeneration, and accelerates the action of other nutrients that participate in hair health.

Lactic Acid: known for favouring skin and hair hydration, it penetrates inside hair fibres and reinforces the molecular structure, giving vitality and strength to hair from the inside, necessary for robust and dense hair growth.

CLINICAL STUDIES

A study has been conducted with 20 male and female participants aged between 18 and 65 years old, with hair loss present on the scalp. The study was conducted by evaluating hair density with the TrichoScan® equipment using the standards set by the SCCS in the Guide for Human Research. **The TrichoScan® equipment is capable of measuring the amount of hair fibres present in an area, measuring every centimeter of the surface and analyzing the presence of hair fibres**. The presence of more fibres as the treatment is used is a sign of an increase in hair growth.

EVALUATION OF HAIR DENSITY BY TRICHOSCAN® EQUIPMENT
After 45 days of applications, 50% of the volunteers involved in the study have a higher capillary density (up to 17.6% increase).
After 150 days of applications, 90% of the volunteers involved in the study have a higher capillary density (up to 29.5% increase)

COMBING AND WASH TEST
After 45 days of treatment, higher than 88.8% of volunteers have a reduction in hair loss. (up to 83.3% reduction).
After 150 days of treatment, higher than 88.8% of volunteers have a reduction in hair loss. (up to 81.7%).

COSMETIC TRICHOGRAM
Increase of Anagen Phase (FA) and Reduction of Telogen Phase (FT)
• The tested product causes a positive effect in 85% of volunteers after 150 days of treatment, increasing the anagen phases (up to 38.9% increase) and decreasing the telogen phases (up to 54.2% decrease).

IMAGES OF HAIR GROWTH IN VOLUNTEERS

DAY 0	DAY 100
	
	
	

PANELLISTS
After 150 daily applications:

100%
of volunteers were satisfied with the product

100%
of volunteers would continue applying the product

100%
of volunteers would buy the product



LOSS & GROWTH

Hair Loss Serum

INCI

Aqua, Citrus Limon (Lemon) Fruit Water, Propanediol, Pisum Sativum Peptide, Curcuma Longa (Turmeric) Callus Conditioned Media, Panthenol, Arginine, Glycine Soja Germ Extract, Triticum Vulgare Germ Extract, Ginkgo Biloba Leaf Extract, Biotinoyl Tripeptide-1, Acetyl Tetrapeptide-3, Humulus Lupulus (Hops) Cone Extract, Medicago Sativa (Alfalfa) Seed Extract, Melilotus Officinalis Extract, Centella Asiatica Extract, Polygonum Cuspidatum Root Extract, Scutellaria Baicalensis Root Extract, Camellia Sinensis Leaf Extract, Glycyrrhiza Glabra (Licorice) Root Extract, Chamomilla Recutita (Matricaria) Flower Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Alanine, Isoleucine, Aspartic Acid, Glycine, Histidine, Valine, Phenylalanine, Proline, Serine, Threonine, Phytic Acid, Lactic Acid, Xanthan Gum, Sodium Benzoate, Potassium Sorbate.



NATURAL INGREDIENTS

99% | **99% skin-friendly ingredients of natural origin:**

Pea Proteins, Isochrysis Galbana Microalgae Extract, Turmeric Conditioner, Lemon Water, Panthenol, Arginine, Soy Extract, Wheat Extract, Ginkgo Extract, Peptides, Hops Extract, Alfalfa Extract, Sweet Clover Extract, Amino Acids.

1% | **additional ingredients to ensure formula stability and safety:**

Sodium Benzoate, Potassium Sorbate.

QUESTIONS AND ANSWERS

Can hair grow back with LOSS AND GROWTH?
If a hair follicle has been closed for years and is scarred, no new hair can grow. However, if the follicle is still intact, the growth of new hair can be stimulated with LOSS AND GROWTH. It also helps improve the health of weakened existing hair and strengthen its quality.

Can LOSS AND GROWTH help both women and men?
Yes, it works on both women and men with hair loss.

Does LOSS AND GROWTH have any side effects?
LOSS AND GROWTH is a natural product and has no side effects. It contains no steroids, synthetic prostaglandins, Finasteride, Bimatoprost, Minoxidil, or Isopropyl Cloprostenol.

Can LOSS AND GROWTH cause a rebound effect?
No, it is a product that improves the causes of hair loss due to hormonal, nutritional, and inflammatory factors without the use of hormones or rebound effects. It is formulated with natural ingredients and without drugs like Minoxidil, so stopping its use will not cause more hair loss.

Can it be combined with other treatments?
There is no problem in combining it with products like Minoxidil, as LOSS AND GROWTH is of natural origin and does not compromise the hormonal regulation of the body, thus avoiding the rebound effect that can occur with other pharmacological products.