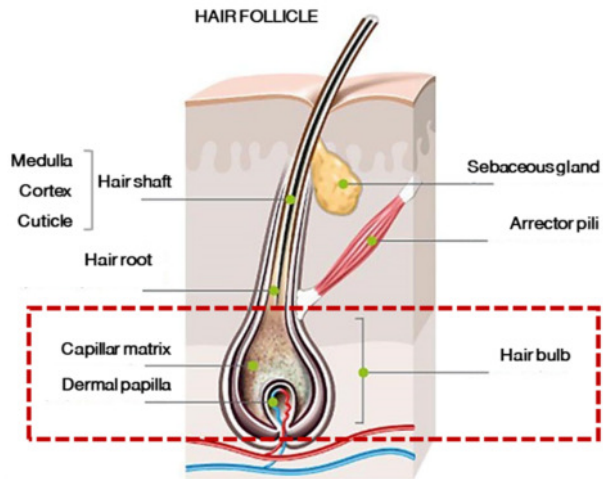


DensiHair Boost lotion ingredients:

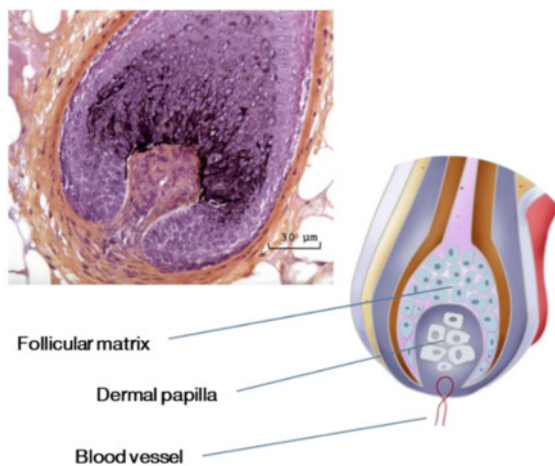
VitaStem and VitaSmart are innovative actives obtained from the Curcuma Longa root that allow us to approach alopecia from new angles.

VitaStem is obtained from the stem cells of the Curcuma Longa root, rich in plant peptides that once applied on the scalp will act around the hair follicle promoting the production of Growth factors and Transcription factors with a special focus on revitalising the hair bulb, improving blood circulation and increasing cell (and tissue) nutrition:



- Growth factors: stimulate cellular growth, proliferation, and differentiation and promoting scalp health and improving hair growth.
- Transcription factors: play a crucial role in activating genes that repair DNA and cellular damage improving scalp health, controlling the expression of genes involved in lipid synthesis helping regulate sebum production and inducing anti-inflammatory genes that will help prevent chronic inflammation.

VitaSmart contains the same peptides from VitaStem, but encapsulated in smart delivery systems. These biomimetic smart capsules greatly increase the effectiveness and benefits of the plant peptides, circulating through the skin directly to the Dermal papilla, the root of the hair.



Once in the Dermal papilla, it will biostimulate and revitalize the hair stem cells in the Follicular matrix (next to the Dermal papilla), promoting the generation of growth factors that will increase cellular regeneration and angiogenesis (more blood vessels so, better irrigation and improved nutrition) and produce transcription factors that will coordinate the expression of genes that control the hair cycle of growth (anagen), regression (catagen), rest (telogen), and shedding (exogen), stabilizing it.