

# ACTI - HAIR COMPLEX



## Characteristics

**INCI:** Aqua (and) Citric Acid (and) Silver Citrate (and) Zinc Citrate (and) Copper Citrate (and) Magnesium Citrate (and) Manganese Citrate

**Silver Content:** 1500 ppm

**Appearance:** Transparent blue liquid.

Water soluble

**pH:** 2

## Anti-hair loss efficacy

The combination of Zinc, Copper and Magnesium helps to make the hair stronger and decrease the hair loss.

## Efficacy in anti-seborrhoea

The combination of Zinc and Copper helps to decrease sebum in hair and scalps.

## Shiny hair efficacy

The combination of Zinc and Manganese makes our complex a perfect ingredient to improve the hair shine.

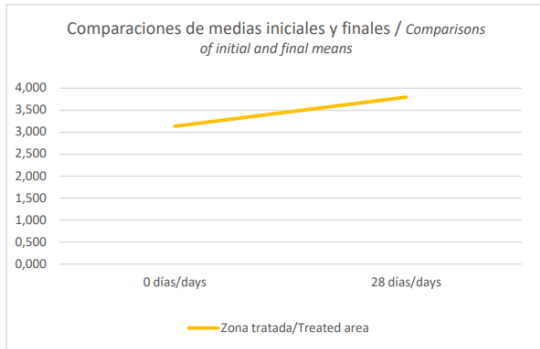
## Active shampoo

Ingredients	%
WATER	68,70
BETAINE	15,50
SODIUM LAUROYL METHYL ISETHIONATE	14,00
ACTI-HAIR COMPLEX	1,40
BENZYL ALCOHOL	0,70
DEHYDROACETIC ACID	0,06

# ACTI - HAIR COMPLEX

## Efficacy in hair shine improvement

After analysis of the data and the graphs obtained, a considerable and visible increase in the arbitrary units of the Skin-Glossymeter GL 200 can be observed, which means an increase in the glossiness of the hair.

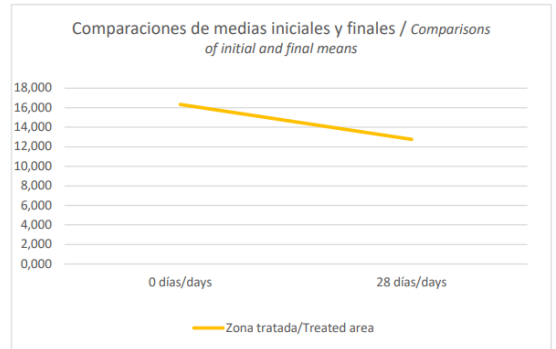


↑↑ 21,14%

Improves the bright in 28 days

## Efficacy in anti hair loss

After analysing the data and the graphs obtained, a considerable and visible decrease in the arbitrary units of the hair count can be observed after combing, which means a decrease in hair loss.



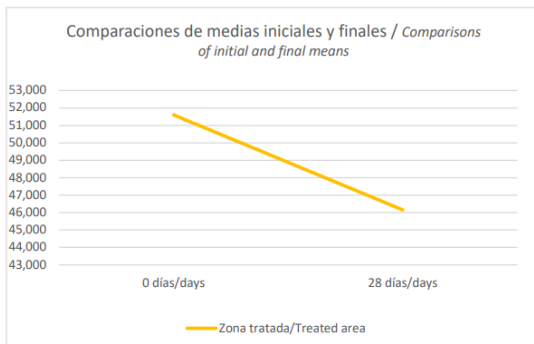
↓↓ -21,87%

Decrease the hair loss in 28

days

## Efficacy in anti-seborrhoea

After analysis of the data and the graphs obtained, a considerable and visible increase of the arbitrary units of the Sebumeter SM 815 can be observed, which means an increase of the generation in the treated area.



↓ -10,56%

Decrease seborrhoea in 28 days

From the results obtained under the experimental conditions adopted, it can be said that the product referred to as **SHAMPOO ACTI-HAIR COMPLEX 1.4%** has **GOOD DERMATOLOGICAL COMPATIBILITY**.

Based on the results obtained in the experimental conditions adopted, the product referenced as **SHAMPOO ACTI-HAIR COMPLEX 1.4%** has caused an improvement in the shine of the hair of the participants of the study, having an **IMPROVING EFFECT ON THE SHINE OF THE HAIR**.

Performed by the independent lab. AITEX research & innovation center.