



# NEOCYCLE S.G.H.

*(Stop Gray Hair)*

A new cycle for hair

- Combats hair aging
- Essential bionutrients to hair follicle and hair system's vital energy.





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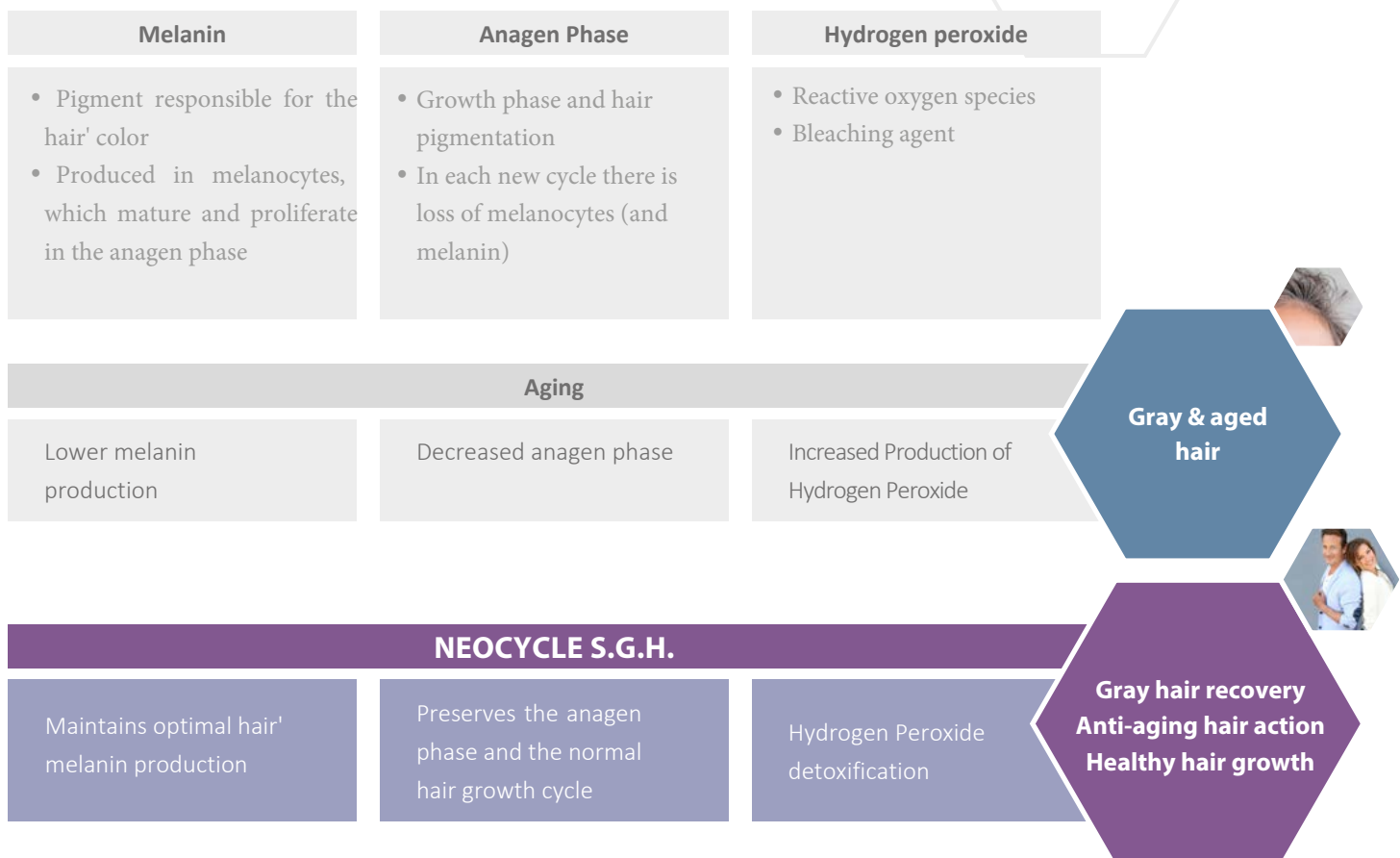
## Description

Exclusive technology that associates essential bionutrients to the vital energy of the hair follicle and hair system like amino acids (arginine, citrulline, taurine), methionine dipeptide and potent natural antioxidants.

## Properties

The synergy between bionutrients and concentrated antioxidants combat the signs of hair aging, aiding in the **recovery of gray hair** and favoring the growth of strong and hair fibers.

## Mechanism of Action





### **In Vitro Tests:**

- Antioxidant protection of (hair and scalp)
- Prolongation of the anagen phase (greater concentration in melanin production)
- Preservation of  $\beta$ -integrin expression, an important anchoring protein
- Increased number of proliferative keratinocytes
- Increased melanin synthesis
- Detoxification of Hydrogen Peroxide

### **Colorimetry test and perceived efficacy:**

Assessment of **gray hair color recovery** through colorimetric measurements and sensorial analysis for efficacy perceived after 30 and 84 days (daily application) of home use.

### **Protocol**

Daily application of a 5% hydroalcoholic lotion of Neocycle S.G.H. once a day, on the scalp after washing the hair.

### **Results**

The recovery of gray haired hair color was observed by 48% of volunteers after 30 days of home use and 68% of volunteers after 84 days of home use.

The darkening happened from the root to the tips and left a natural-looking appearance.

**INITIAL**



**AFTER 30 DAYS**



**AFTER 84 DAYS**



### **Applications**

- Anti-aging hair treatment
- Treatment for recovery of gray hair

### **Use Indication**

It is recommended to use 0.5 to 5.0% in shampoos, pós shampoos and hair tonics

### **INCI Name**

*Chondrus Crispus Extract, Propanediol, Coffee Melanoidins, MethylthiopropylamidoAcetyl Methionine, Methylpropanediol, Aqua*



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