



## BIOREVITALIZING TRICHOLOGICAL LOTION

GIVE TO YOUR HAIR:

**SOFTNESS AND ELASTICITY**  
*(Salicylic acid, Keratin)*

**HEALTH AND HYDRATION**  
*(Piroctone olamine, Butyl Avocadate, Aloe vera)*

**STRUCTURE AND VITALITY**  
*(Keratin, Plant Stem Cells, S.Repens)*

- Greasy Hair
- Dandruff
- Brittle Hair
- Seborrheic Dermatitis
- Itching
- Desquamation
- Scalp Irritation

Cosmetic



MADE IN ITALY

# BIOREVITALIZING TRICHOLOGICAL LOTION

## DESCRIPTION

Trichological lotion designed as a biorevitalizing, fortifying, restructuring, regenerating, sebostatic lotion to improve the characteristics of the hair, making it non-greasy, but healthier, more shiny, more elastic, softer and more pleasant to the touch. The synergy of precious active ingredients fights the sebaceous hypersecretion, also the cause of hair loss.

## HOW TO USE

With the help of the dropper, apply 15 - 20 drops on dry or wet scalp, rubbing gently. Do not rinse. Shake before using.

## THERAPEUTIC INDICATIONS

Careful Formulation for the treatment of:

- Greasy Hair
- Dandruff
- Seborrheic Dermatitis
- Brittle Hair
- Itching
- Desquamation
- Scalp Irritation

## PRESENTATION

60 ml bottle with dropper.

## REGULATORY STATUS

- COSMETIC PRODUCT
- EC REGULATION 1223/2009
- ISO 9001 CERTIFICATE
- CERTIFICATION OF ORIGIN (at the time of invoicing)
- US FDA REGISTRATION

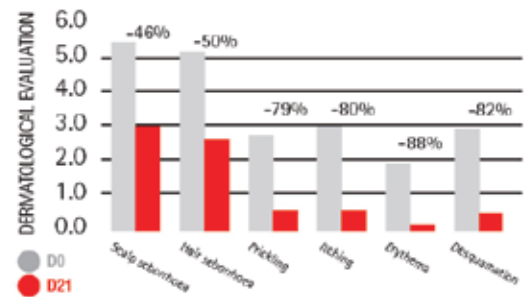
## BIBLIOGRAPHIC EVIDENCE

Protocol of Study: 27 volunteers with greasy hair (average 33 years). Use of shampoo containing 1% [Butyl Avocadoate](#).

Duration of treatment: 3 weeks.

Application: once every two days.

Below is shown the improvement of all scalp disorders after dermatological evaluation:



N. Piccardi, A. Piccirilli, J. C. Choulot, B. Chadoutaud and P. Msika, "Pharmacological and Clinical Activities of Alpha Avocata: Application for the Management of Androgenic Disorders," 34th Annual European Society for Dermatological Research (ESDR) Meeting, Vienna, 9-11 September 2004.

Double blind, randomised-bilateral study on 19 subjects compares two shampoos with different actives. One contains [Piroctone Olamine](#) combined with [Salicylic Acid](#) and the other contains [Zinc Pyrithione](#).

Subjects were treated twice weekly with the shampoos for almost 4 weeks.

Both shampoos were highly effective in reducing dandruff and severity score as shown in the figures on the side:

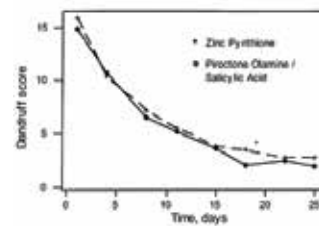


Fig. 1. The dandruff score (combined from severity and area involved) after shampoo treatment with zinc pyrithione and piroctone olamine/salicylic acid shampoo twice weekly. Maximum possible score = 40. \* = significant difference, n = 19.

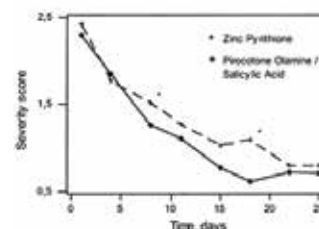


Fig. 2. The severity score after shampoo treatment with zinc pyrithione and piroctone olamine/salicylic acid shampoo twice weekly. Maximum possible score = 5. \* = significant difference, n = 19.

The antidandruff efficacy of a shampoo containing piroctone olamine and salicylic acid in comparison to that of a zinc pyrithione shampoo. M Lodén 1, C Wessman Int J Cosmet Sci.

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**PJ**  
PHARMA

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