

ANARGY™

LET YOUR HAIR BLOOM



TECHNICAL INFORMATION

INCI name of the active ingredient: Nicotiana Benthamiana sh-Oligopeptide-2 (INCI name proposed), Nicotiana Benthamiana Hexapeptide-40 sh-Polypeptide-9, Nicotiana Benthamiana Hexapeptide-40 sh-Polypeptide-86

Plant-based biotechnological ingredient

Non-GMO

Recommended dose: 1-2.5%

Solubility: Water soluble



Reactivated and revitalized hair roots

Strengthened and redensified hair locks

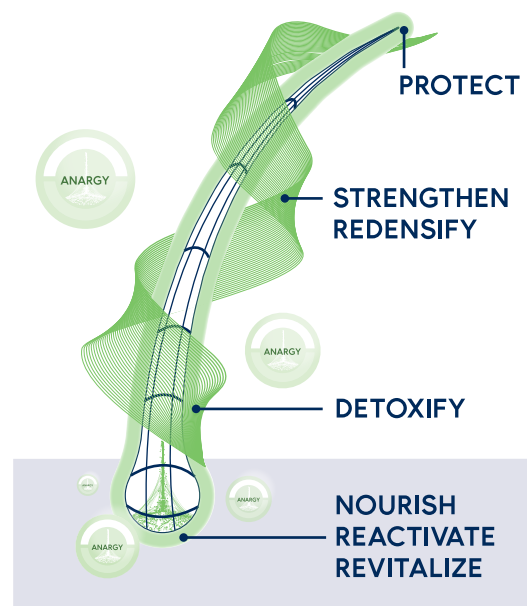
Protection and detoxification

DESCRIPTION & MECHANISM

N. benthamiana is a historical **plant-based model system** for the transient expression of high purity proteins. Synthetic human mRNA can be inserted, amplified and translated inside the leaves obtaining a high yield of expression in a **non-GM** system. As opposed to recombinant production by Gram(-) bacteria which may contain endotoxins, synthesis of proteins in plants allows to obtain **safe** plant-based biotechnological ingredients with proper modifications and **high activity**

Hair plays a role in social relationships. Different haircuts, brows and eyelashes styles or beards and moustaches in men are forms of self-expression. Aging, stress, hormonal changes, unbalanced diets, UV and pollution are able to alter normal hair growth cycle accelerating hair loss and slowing down new hair growth

Anargy™ contains proteins that are able to **nourish, protect and detoxify** hair root helping to **reactivate hair growth cycle** for a redensifying and strengthening of hair locks



IN VITRO EFFICACY

Detoxification through proteasome activation

- ✓ **Activation of intrinsic detoxification mechanisms**

UVB protection

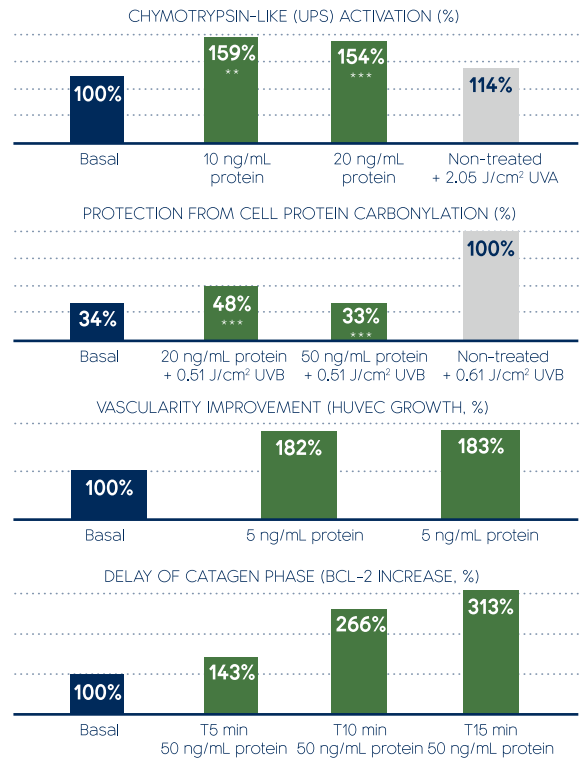
- ✓ **Same levels as non-irradiated cells**

Vascularity & reactivation

- ✓ **Increase vascularity covering nutritional needs of hair root**
- ✓ **Reactivates and revitalizes hair follicle development**

Growth stimulation

- ✓ **Anagen phase extension, increasing hair growth phase**

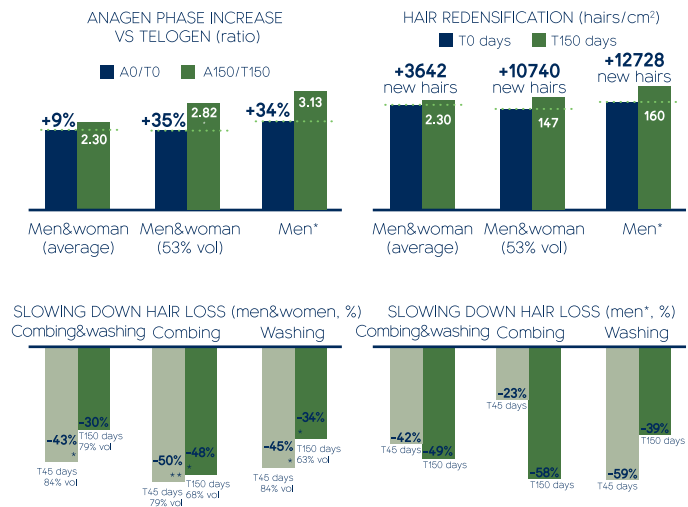


IN VIVO EFFICACY

Letting hair bloom

20 volunteers (17 women and 3 men, 21-62 years old) with hair loss applied a lotion with **1% Anargy™** on hair scalp, once daily for 150 days

- ✓ **Up to 21,480 new hairs** in the whole scalp in 150 days
- ✓ **Up to 23% hair redensification** after 45 days
- ✓ **Up to 76% less hair loss** after combing and washing at 150 days

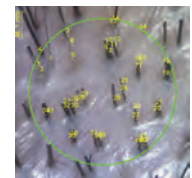


+25% A₁₅₀/T₁₅₀
+7% A₁₅₀ -14% T₁₅₀
+26% density

-41% hair loss (combing&washing)
-57% hair loss (combing)
-25% hair loss (washing)

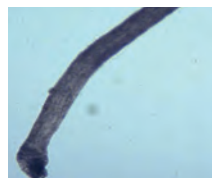


T0 days

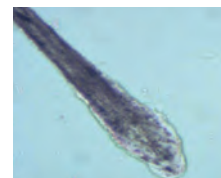


T150 days

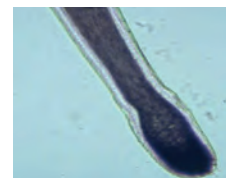
- ✓ **Reactivation of the bulb**
- ✓ **Stronger and thicker hair**



T0 days



T45 days



T150 days