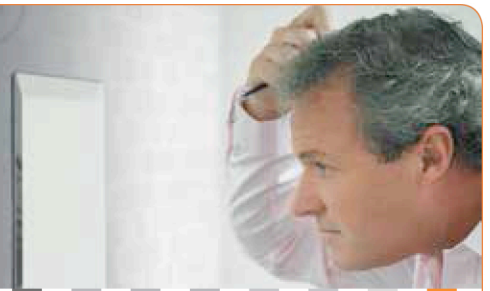


Anti-Aging Hair Care



No need to deny it, as we age, our hair tends to change... The most common signs of aging hair are, of course, hair loss, hair thinning and hair progressively turning gray... Taking better care and having the right anti-aging hair treatment will make a huge impact on our youthful appearance!

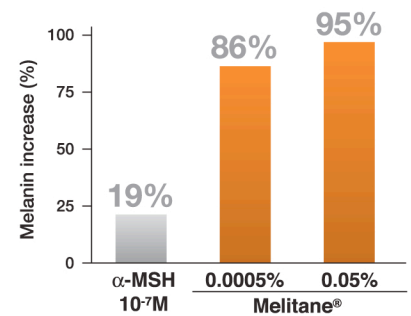
Lucas Meyer Cosmetics has designed two specific active ingredients that target the restoration of pigmentation in gray hair and stimulate hair regrowth, reversing the hair loss process and hair thinning!

FIGHT GRAY HAIR WITH MELITANE™

Even if gray hair can be a fashion statement, many people desire lustrous colorful hair. As we age, the hair follicles produce less melanin, the pigment responsible for hair color, so progressively hair become gray. Hair follicles produce the hair fiber that becomes pigmented as a result of melanin synthesis and its transfer from melanocytes into keratinocytes.

To fight back hair graying, Lucas Meyer Cosmetics has developed **Melitane™**, a biomimetic peptide derived from alpha-MSH. **Melitane™** stimulates melanin synthesis by melanocytes and also favours melanin transfer from melanocytes into keratinocytes. Moreover, **Melitane™** obtains outstanding results in *ex vivo* experiments on hair. It decreases the number of white and low pigmented cells and increases the number of moderate and highly pigmented cells in hair bulbs.

Evaluation of melanin stimulation



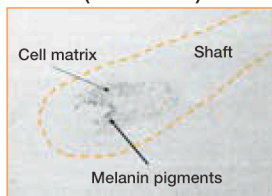
EX VIVO TEST RESULTS



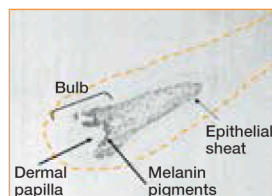
Test protocol

- > Scalps from 6 volunteers (with brown & black hair) were maintained in culture for 7 days. **Melitane™** 0.05% was added everyday.
- > At Day 8, melanin pigments were labeled by specific coloration.
- > The number of cells containing melanin pigments was evaluated by optical microscopy.

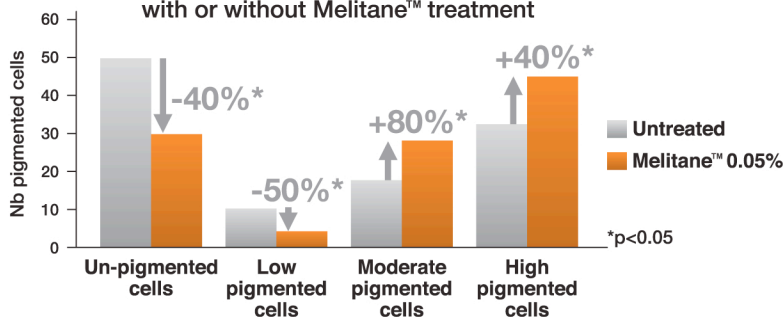
Control hair follicle (untreated)



After treatment with Melitane™ 0.05%



Number of pigmented cells with or without Melitane™ treatment



Melitane™ decreases the number of unpigmented and low pigmented cells.

Melitane™ also increases the number of moderated and highly pigmented cells in hair bulbs, thus reversing the gray hair process.

