

GREYVERSE™

*Zero shades of grey
is also sexy!*



BEAUTY INDUSTRY AWARDS BY COSMETICSDESIGN

Entering its second year, CosmeticsDesign is looking to recognize some of the most talented and innovative players.


The inaugural Awards highlighted the most significant, ground breaking and far reaching innovations in the cosmetics and personal care industry while simultaneously championing the expertise that has made it all possible.

BEST HAIR CARE INGREDIENT FOR GREYVERSE™ AT IN-COSMETICS GLOBAL 2018

Greyverse™ is a clinically efficacious active ingredient able to act on the two main factors causing hair greying process, offering a unique solution to finally recover natural hair color progressively.

Greyverse™ provides outstanding clinical results on gene expression and visible reduction in grey hair density to help men and women recovering a young look and increase their self-esteem.

BENEFITS TO MANUFACTURERS AND END-USERS



Greyverse™ offers a never-seen-before efficient solution to prevent hair greying to help consumers look naturally younger and increase their self-esteem. It allows them to save time and money without needing to rush to go the hair dresser every 6 weeks or buy covering roots product!

Such an ingredient allows the manufacturers to finally propose an anti-aging hair care alternative to consumers who don't want to use chemical compounds, to men who prefer get a natural result rather than using dye, to consumers having their first grey hair.

TECHNICAL ADVANCEMENT

Greyverse™ is a patented Palmitoyl Tetrapeptide analogue of α -MSH. It stimulates simultaneously and efficiently the two main factors causing hair greying process.

It stimulates melanogenesis to increase melanin production in the bulb and favor a better transfer. It lowers oxidative stress by increasing the catalase expression and activity. It also increases TRP-2 to better protect melanocytes against free radical aggressions. It decreases the overall whiteness of hair after 3 month and has demonstrated its ability to modulate some of the main genes involved in pigmentation.

GREYVERSE™

*Zero shades of grey
is also sexy!*



**Visibly reverses the appearance
of loss of hair pigmentation**

UP TO :

- 32% Hair whiteness
- 81% Grey hair density



D0



3 months

Hair whiteness
-5.3% L'



D0



3 months

Grey hair density
-30%

HAIR BENEFITS

Reverses hair greying process to progressively recover natural hair color

MECHANISM OF ACTION

Stimulates melanogenesis and reduces oxidative stress in hair bulb

ORIGIN

Patented α -MSH biomimetic peptide

INCI NAME

Glycerin (and) Water (and) Palmitoyl Tetrapeptide-20

DOSE:

Preventive care: 0.5 - 1%

Intensive care: 1 - 2%

IEE

LUCASMEYER
COSMETICS