



# GREYVERSE™

# ZERO SHADES OF GREY IS ALSO SEXY!

Patented  $\alpha$ -MSH biomimetic peptide

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Stimulates melanogenesis and reduces oxidative stress in hair bulb

Reverses hair greying process to progressively recover natural hair color for a younger and more confident look!





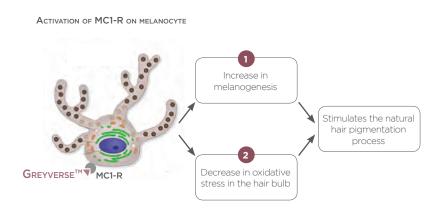






GREYVERSE<sup>TM</sup> CONTAINS AN INNOVATIVE  $\alpha$ -MSH BIOMIMETIC PEPTIDE ABLE TO ACT ON THE DIFFERENT CAUSES OF THE HAIR GREYING PROCESS. IT OFFERS AN UNPRECEDENTED EFFICIENT SOLUTION TO PREVENT, STOP, AND REVERSE THIS INEVITABLE SIGN OF AGING.

Natural hair color is the result of the variable amounts and distribution of 2 types of melanin: eumelanin (black to brown pigments) and pheomelanin (red to yellow pigments). Melanin is produced by melanocytes located in the hair bulb only during the anagen phase (growth phase) of the hair cycle. These pigments are then continuously transferred to the surrounding keratinocytes while they proliferate, building the new part of a pigmented hair shaft.



Genetically programmed, the hair greying process (canities) usually starts in the 30s as one of the most visible signs of aging. It can also affect some younger people suffering from premature greying of hair. In both cases, the quantity of melanin in hair shafts gradually decreases until they appear grey, and then white.

A breakthrough patented innovation from Lucas Meyer Cosmetics, Greyverse™ contains the first antigrey hair biomimetic peptide. Clinically efficacious, it helps men & women suffering from greying hair look naturally younger and increase their self-esteem.

# TARGETS MAIN CAUSES OF GREY HAIR

Two factors have been identified as the main causes of the hair greying process: the decrease in melanogenesis and the increase in oxidative stress in the hair bulb. Due to its complete mechanism of action, the peptide found in Greyverse<sup>M</sup> is able to act simultaneously and efficiently on both factors by stimulating MC1-R (Melanocortin 1 Receptor).

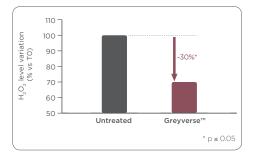


# Increase in melanogenesis

The number and activity of melanocytes in the hair bulb decrease over time leading to a decline in the melanogenesis process. The synthesis of melanin is decreased and its transfer towards the surrounding keratinocytes is then reduced. The final quantity of pigments in hair shafts dims until the hair fiber is grey.

The stimulation of melanogenesis enhances melanin production in the hair bulb and favors better transfer leading to hair repigmentation.

#### Evaluation of ${\rm H_2O_2}$ production in hair bulb



### Reduction in oxidative stress

Hair follicle cells produce small amounts of hydrogen peroxide ( $\rm H_2O_2$ ) as part of the oxygen cycle. This oxidative substance is naturally degraded by catalase into harmless elements of water and oxygen. With aging, catalase activity decreases leading to an accumulation of  $\rm H_2O_2$ . This then progressively bleaches the melanin pigments and the hair from the inside out.

Furthermore, a decrease in the anti-oxidant TRP-2 (Tyrosinase Related Protein 2) over time leads to a lack of protection of melanocytes against free radicals.

The decrease in oxidative stress preserves hair pigmentation.

# **CLINICALLY PROVEN HAIR REPIGMENTATION**

#### Protocol

- 15 men volunteers with dark hair suffering from early canities (18-35 years old, white hair > 20%).
- Application 1X/D at night of 3 mL of a lotion containing 2% Greyverse<sup>™</sup> for 3 months on scalp.
- Evaluation of the overall hair pigmentation by chromametry (L\* parameter).
- Evaluation of grey hair density by image analysis.

# Decrease in overall grey hair

The measurement of luminescence (L\*) in the L\*a\*b\* colorimetric system enables the evaluation of the whiteness of hair.

After 3 months of treatment, the L\* parameter has significantly decreased by 5.3% (up to 32%) confirming a darker color of hair.

# Decrease in grey hair density

The observation of the top of head clearly shows a lower quantity of grey hair after 3 months of treatment.

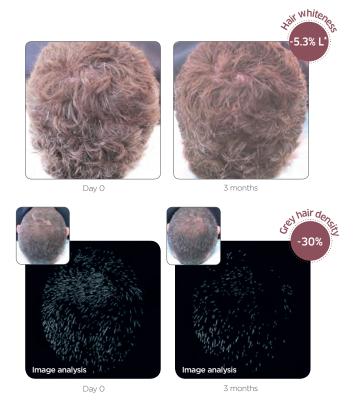
The outstanding visibly significant decrease in grey hair density by 30% (up to 81%) after 3 months of treatment reveals the powerful action of the product.

## Consumer test

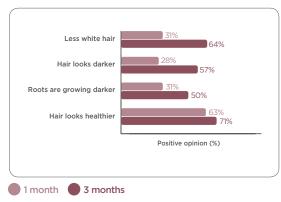
#### Protocol

- 104 volunteers: 61 women and 43 men (21 to 70 years old) with different stages of hair greying and various hair colors
- Application 1X/D at night of 3mL of a serum gel containing 2% Greyverse™ on scalp and of 2 mL on beard and sideburns if applicable
- Self-assessment after 1 month and 3 months by filling in a questionnaire
- Pictures taken by the volunteers after 1 month and 3 months

The study showed that Greyverse<sup>™</sup> has similar efficacy on men and women, and on all hair colors. It also confirmed that it preferentially works on early stages of greying process: the less grey hair, the easier it is to reverse.







GREYVERSE™ VISIBLY REVERSES THE LOSS OF HAIR PIGMENTATION TO PROGRESSIVELY RECOVER NATURAL HAIR COLOR FOR A YOUNGER AND MORE CONFIDENT LOOK!

# **PRODUCT** DESCRIPTION

#### **INCI NAME**

Glycerin (1) (and) Water (2) (and) Palmitoyl Tetrapeptide-20 Amide (3)

56-81-5 (1), 7732-18-5 (2), - (3)

200-289-5 (1), 231-791-2 (2), - (3)

#### **APPEARANCE**

Colorless aqueous transparent solution

#### DOSAGE

Preventive care: 0.5 - 1% Intensive care: 1 - 2%

### OPTIMUM pH

4 - 8

#### **APPLICATIONS**

- Anti-aging hair care - Premature grey hair
- coverage - Post-coloration treatment
- Natural color fortifier
- Scalp-friendly alternative to chemical dye
- Beard & mustache care

### FFATURES AND BENEFITS

FEATURES	BENEFITS
Patented $\alpha$ -MSH biomimetic peptide	Stimulates the natural pigmentation process to recover a natural hair color
- Improves melanogenesis (melanin synthesis + transfer) - Reduces oxidative stress in the bulb	Innovative and complete mechanism of action targeting the two main causes of greying process for optimal results
Outstanding clinical results on the decrease in grey hair	Helps men and women naturally look younger and increase their self-esteem
Multi-positioning and claims	<ul> <li>Delays the first dye by preventing pigmentation loss in hair fibers</li> <li>Delays the time in between 2 dyes: saving time and money</li> <li>Alternative to dyes for consumers who want natural color</li> <li>Fits some trendy lifestyles: slow beauty, naturopathy, #NoMakeup</li> </ul>

# HAIRESISTIBLE SERUM 17.100.01 C195

INGREDIENTS	INCI NAMES	%
A Deionized Water	Water	91.70
Dissolvine® NA	Tetrasodium EDTA	0.10
B Lecigel™	Sodium Acrylates Copolymer (and) Lecithin	1.50
C Vitapherole® E-1000	Tocopherol (and) Helianthus Annuus (Sunflower) Seed Oil	0.20
D Verstatil® PC	Phenoxyethanol (and) Caprylyl Glycol	1.00
E Greyverse <sup>™</sup>	Glycerin (and) Water (and) Palmitoyl Tetrapeptide-20 Amide	2.00
Capixyl™	Butylene Glycol (and) Water (and) Dextran (and) Acetyl Tetrapeptide-3 (and) Trifolium Pratense (Clover) Flower Extract	2.00
Defenscalp™	Water (and) Epilobium Angustifolium Flower/Leaf/Stem Extract	1.50

pH: 5.0 - 5.5 - Viscosity (Brookfield LV, spindle 4, 6 rpm, 1 min): 5000 - 10 000 mPa.s

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