

Keranat™ at a glance

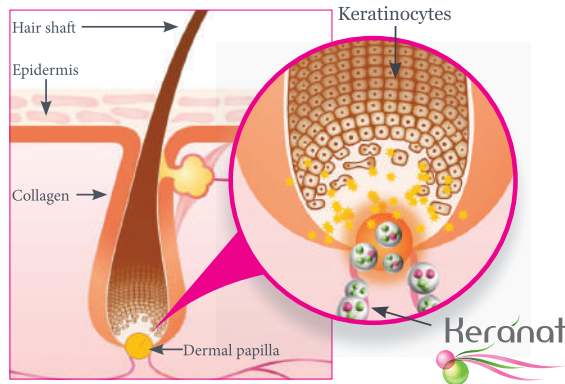
Key facts

- Millet grown in Chambord area in France
- Miliacin from millets + polar lipids
- 100% vegetal and natural
- Non GMO
- Eco-friendly methods of extraction
- Gluten-free
- Europe beauty claim “Keranat™ improves hair brightness, volume and beauty”
- Canada health claims :
 - Helps to reduce hair loss by 50% after 3 months
 - Helps to prevent hair loss by stimulating hair growth.

Key benefits

- Hair loss reduction
- Hair beauty and brightness

Kerانات™, a plant-based patented solution to fight against hair loss



Stronger hair anchorage

Kerانات™ strengthens the collagen naturally present around the hair bulb for a better hair anchorage.

Hair growth booster

This smart patented encapsulation system of miliacin by polar lipids boosts by 140% the cell proliferation in hair bulb, to help hair growth.

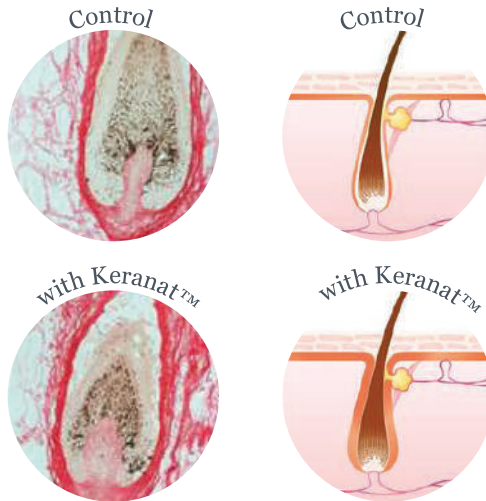
Beautiful hair

Clinically proven, Kerانات™ beautifies the hair by improving hair volume, density, brightness and silkiness.

Stronger hair anchorage

Collagen thickness - Ex-vivo test

The collagen sheath around the hair bulb is significantly thicker with Keranat™ compared to the control scalp.



+20%
thicker

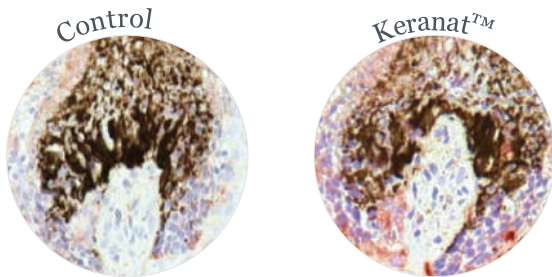
The hair anchorage is stronger, contributing to fight against hair loss.

Ex-vivo test, 8 subjects (2 women, 6 men, 53 years old average).

Hair growth booster

Cell proliferation - Ex vivo test

Cell proliferation is significantly increased in hair bulb, promoting a healthy hair growth.



*Keranat™ boosts cells proliferation in hair bulb by **140%***



Hair loss reduction

Clinical study oral ingestion

Hair loss was evaluated after 6 and 12 weeks.

After 12 weeks Keranat™ significantly decreases hair loss by 50% compared to the beginning.

At W12, the hair loss reduction is significantly more important in Keranat group compared to the placebo one.

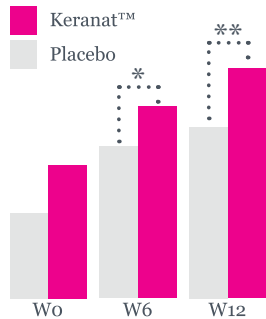


Double-blind, randomized, placebo controlled clinical study, 60 women, 12 weeks.

Hair brightness and hair beauty

Dermatologist evaluation through clinical scoring

After 6 weeks, Keranat's positive effect on hair beauty and hair brightness is already significant compared to the placebo ($p < 0.01$).



* p inter-group 0.05

** p inter-group 0.01



75%
of women noticed an
increase of hair brightness,
softness and silkiness

