



TrichoWash™

Shampoo developed with non-irritating ingredients

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TrichoWash™

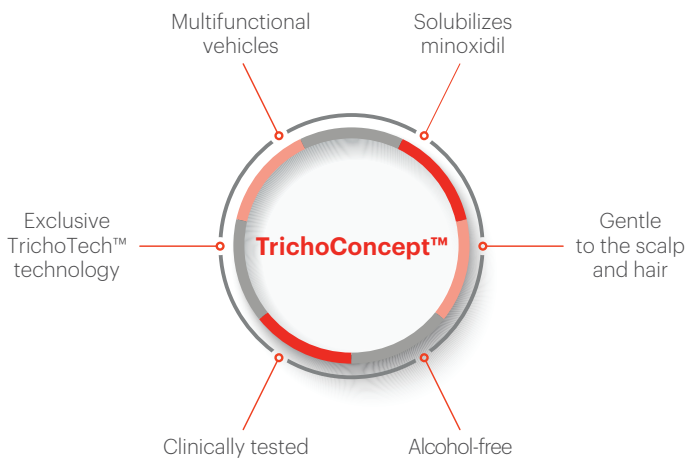
A clean and healthy scalp is the first step for successful topical treatments for conditions such as alopecia. More than just cleaning, shampoo bases can also be formulated with specific ingredients that will enhance the efficacy of treatments, at the same time that it keeps the scalp and the hair in a healthy condition.

TrichoWash™ is a shampoo developed with non-irritating ingredients, which cleans the hair and scalp without destroying natural fatty acids, promoting long-lasting hair hydration and softness. **TrichoWash™** delivers multiple benefits that favor the delivery of different active ingredients through the scalp, in addition to great antioxidant activity.

- 1 Protects against visible signs of aging hair
- 2 Replaces amino acids and proteins, favoring fiber repair
- 3 Detoxifies, hydrates and purifies the scalp
- 4 Suitable for all hair types



The combination of **TrichoWash™** with **TrichoCond™**, and **TrichoOil™** can bring treatments to the next level, ensuring adequate scalp preparation to receive them, with balanced pH and hydration.



TrichoConcept™

TrichoWash™ is part of the **TrichoConcept™**, the first global line of multifunctional compound-ing vehicles with the **TrichoTech™** technology, a Fagron patented phytocomplex specially developed for use in personalized alopecia treatment, with selected ingredients that act synergistically to provide multiple benefits to the bulb, scalp and shaft (BSS) hair system.¹

The Science Behind TrichoTech™

The efficacy of the **TrichoConcept™** line of vehicles and **TrichoTech™** have been validated in both *in vitro* and *in vivo* studies, showing:^{2,3}

1. Increase in fibroblasts proliferation
2. Increase in collagen content inside fibroblasts
3. Increase in the expression of fibroblasts growth factors (FGF-7, FGF-10)
4. Stimulation of the anagen phase on hair

TrichoConcept™ vehicles were developed to be compatible with the majority of the APIs and DCIs used in alopecia treatment, allowing their easy incorporation into the vehicles. There are seven different **TrichoConcept™** vehicles available, each one with exclusive characteristics according to the desired site or application.



Patient case study



Figure 1. Hair shaft images before treatment (baseline), and after 90 days.

Patient identification: R.S.F.

Gender: Male

Age: 28

Diagnosis

Androgenetic alopecia, seborrheic dermatitis, dry hair.

Treatment protocol

- TrichoOil™ (once per week)
- TrichoWash™ + Ciclopirox 1.5% (daily)
- TrichoCond™ + D-panthenol 0.5% + Niacinamide 0.5% (daily)
- TrichoFoam™ + Minoxidil 5.0% (daily)

Results

After 90 days of treatment with the **TrichoConcept™** protocol, a significant improvement in the rarefaction and growth of new hair was observed, with complete resolution of scalp discomfort. He also noticed smoother and shinier hair shaft (Figure 1).

The Safety of TrichoConcept™

All **TrichoConcept™** vehicles were evaluated in clinical studies to assess the skin's primary and accumulated irritation potential, skin sensitization, photoallergy and phototoxicity potential. After the completion of the studies, all the tested products:

- Do not induce primary and accumulated skin irritation
- Do not cause irritation
- Do not induce skin photoallergy or phototoxicity

TrichoConcept™ is formulated to be biocompatible with the hair and the scalp, without causing dryness or irritation. **TrichoConcept™** is free from allergens and controversial ingredients such as dyes, alcohol, parabens, mineral oils, sodium lauryl sulfate, propylene glycol, phthalates, silicones and petrolatum. **TrichoConcept™** vehicles have no safety concerns associated with any of their components and are cruelty-free, vegan, BSE/TSE-free (Bovine Spongiform Encephalopathy/ Transmissible Spongiform Encephalopathy), and GMO-free.

To maintain the physiology of the BSS hair system and avoid toxicity,
TrichoConcept™ vehicles are free from controversial ingredients that are frequently used in hair products:



References

1. Polonini, H., Taylor, S. & Zander, C. Compatibility of Different Formulations in TrichoConcept™ Vehicles for Hair Treatments. *Sci Pharm* **90**, (2022).
2. Amaral, F. et al. Effects of the Phytocomplex TrichoTech™ on Human Fibroblasts: Proliferative Potential and Effects on Gene Expression of FGF-7 and FGF-10. *Journal of Cosmetics, Dermatological Sciences and Applications* **07**, 1–13 (2017).
3. Pucci, A. V., Oliveira, A., Amaral, F. & Oliveira, C. R. Effects of Trichosol™ on Increasing the Anagen Phase of the Capillary Cycle of Volunteers. (2019) doi:10.4172/2471-9323.1000139.

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of personalizing medicine.



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