



TrichoSerum™

Serum with anti-frizz action

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 **Fagron**
personalizing
medicine

TrichoSerum™

Different types of hair formulations can be combined to provide multiple benefits to the hair and scalp. Serums are products rich in vitamins and important nutrients that not only help to improve the appearance of the hair but also the condition of the scalp. The hair structure should always maintain its hydration to ensure its healthy condition as well as contribute positively to hair treatments.

TrichoSerum™ is a soft and anti-frizz serum, that seals the hair cuticles maintaining its hydration, in addition to offering effective heat and color protection for chemically treated hair.

1

Promotes
hair brightness

2

Anti-frizz
action

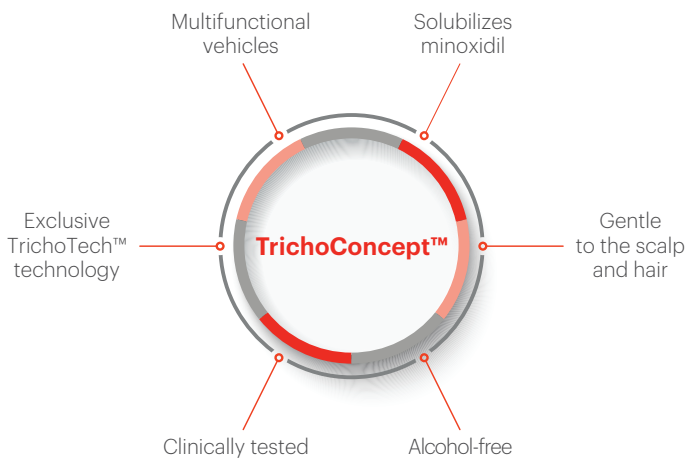
3

Heat and color
protection

TrichoSerum™ can be applied to humid hair, after washing. Apply to the length of the hair and leave the product in.

It can also be used before styling (blow-drying), following the prescribed frequency of application according to the API and the designated treatment, being especially suitable for beard areas, as it is a drip-free vehicle.





TrichoConcept™

TrichoSerum™ is part of the **TrichoConcept™**, the first global line of multifunctional compounding 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™

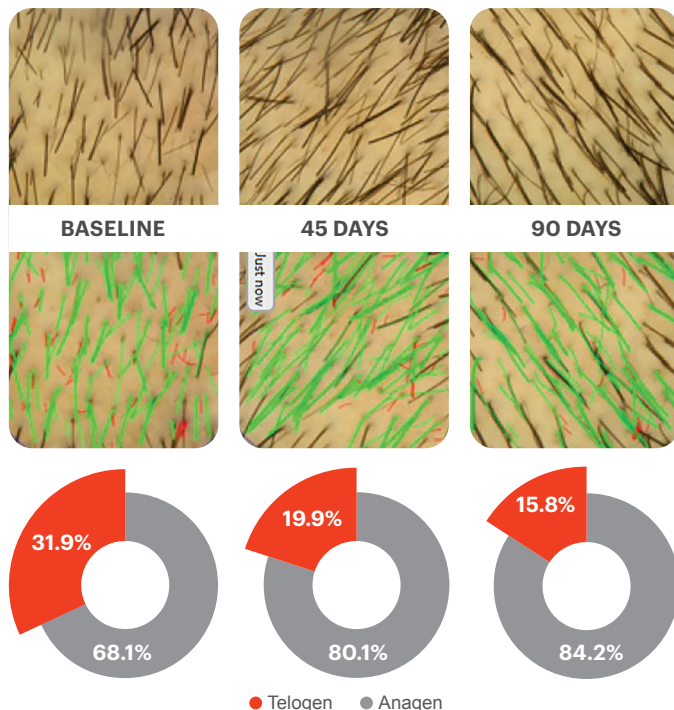
The efficacy of the **TrichoConcept™** line of vehicles and **TrichoTech™** have been validated in both *in vitro* and *in vivo* studies, showing:^{2,3}

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



Patient identification: P.G.M.

Gender: Female

Age: 34

Diagnosis

Telogen effluvium, androgenetic alopecia.

Treatment protocol

- TrichoOil™ (once per week)
- TrichoWash™ (daily)
- TrichoCond™ (daily)
- TrichoFoam™ + Minoxidil 3.0% (daily)

Results

After 45 days and 90 days, an increase in anagen hair was observed. The use of minoxidil associated with **TrichoConcept™** protocol showed effectiveness, even when this active ingredient was prescribed in percentage and posology lower than usual (Figure 1).

Figure 1. TrichoScan scalp images before treatment (baseline), after 45 and 90 days.

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:



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