



HAIRIZE LAB Hair Growth Method with Stem Cells Booster **AGAINST HAIR LOSS**

RESULTS OF IN-VIVO 60 DAYS STUDY (08.03.2018 – 07.05.2018)

AIM OF THE STUDY

Confirmation/exclusion of the declared properties and efficiency of the product.

3.1 Product claims/properties declared by the Customer

- The product improves scalp condition.
- The product makes the hair thicker.
- The product makes the hair denser.
- The product strengthens the hair.
- The product protects the hair.
- The product gives the impression of nourishing the hair.
- The product improves hair condition.
- The product stops hair loss.
- The product reduces hair loss.
- The product has anti- hair loss effect.
- The product stimulates and promotes hair growth.
- The product provides growth of new hair.
- The product has anti-dandruff effect.
- The product acts as a hair conditioner (increase of moisture retention at the hair surface).
- The product provides reinforcement of breakable and damaged hair.

3.2 Study duration

60 days (08.03.2018 – 07.05.2018)

CONCLUSION

Under the study conditions, after 60 days of application, is concluded that the product HAIRIZE LAB Hair growth method with Stem Cells Booster:

Was very well tolerated on the site of application, properties declared by the Customer have been confirmed:

- The product improves scalp condition.
- The product makes the hair thicker.
- The product makes the hair denser.
- The product strengthens the hair.
- The product protects the hair.
- The product gives the impression of nourishing the hair.
- The product improves hair condition.
- The product stops hair loss.
- The product reduces hair loss.
- The product has anti- hair loss effect.
- The product stimulates and promotes hair growth.
- The product provides growth of new hair.
- The product has anti-dandruff effect.
- The product acts as a hair conditioner (increase of moisture retention at the hair surface).
- The product provides reinforcement of breakable and damaged hair.
- improves hair density (average 23%).
- improves hair thickness (average 8%).
- improves scalp condition.

CONFIRMATION

of the effect claimed for the cosmetic product Based on the results of use test – subjective feelings of subjects we concluded that properties of the product HAIRIZE LAB Hair growth method with Stem Cells Booster declared by the Customer were assessed as follows:

The product improves scalp condition	92%	positive responses
The product makes the hair thicker	77%	positive responses
The product makes the hair denser	62%	positive responses
The product strengthens the hair	88%	positive responses
The product protects the hair	81%	positive responses
The product gives the impression of nourishing the hair	85%	positive responses
The product improves hair condition	73%	positive responses
The product stops hair loss	65%	positive responses
The product reduces hair loss	81%	positive responses
The product has anti- hair loss effect	81%	positive responses
The product stimulates & promotes hair growth	81%	positive responses
The product provides growth of new hair	77%	positive responses
The product has anti-dandruff effect (11 subjects = 100%)	73%	positive responses
The product acts as a hair conditioner (increase of moisture retention at the hair surface)	73%	positive responses
The product provides reinforcement of breakable and damaged hair	81%	positive responses

Moreover:

Suitable fragrance	73%	positive responses
Suitable fragrance intensity	96%	positive responses
Appropriate consistency	92%	positive responses
Easy spreadability	100%	positive responses
Product application is pleasant	88%	positive responses
Easy hair combing	96%	positive responses
Pleasant hair to the touch	88%	positive responses
positive responses ☺ Overall positive assessment	73%	positive responses
Comparing with other similar products used in the past, the tested product was assessed as better	58%	positive responses
Intention to buying the product	54%	positive responses