



BIOXSINE

BOTANICAL LABORATORIES

DERMAGEN
HAIR LOSS EXPERT



BIOXSINE

... natürlich mehr Haar!



Studien
bestätigen:*

Nach 4 Monaten

-88% Haarausfall

+18% mehr
sichtbare Haare



BIOXSINE

... natürlich mehr Haar!



BIOXSINE is a product designed specifically for people who suffer from hair loss

BIOXSINE is a herbal product

BIOXSINE acts with the plant Biocomplex B11

BIOXSINE is highly effective with revolutionary clinical test results



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General Information on BIOXSINE

- The producer of **BIOXSINE** is the company B`IOTA Laboratories based in Turkey
- The scientists and dermatologists of BIOTA deals since its founding exclusively with the subjects hair and skin care products “plant-based”
- The goal is to strengthen health and beauty all over the body with resources of nature
- **BIOXSINE** was launched 2004 in Turkey and is meanwhile the marked leader in the segment of the „anti hairloss“ products.
- **BIOXSINE** is in more than 30 countries worldwide successful distributed



Ingredients and Action

- There are many products that are effective against hair loss, but there are on chemically, pharmacologically-active substances based with additional side effects and restrictions for the consumer
- BIOXSINE is the only plant-based product, free of side effects and with no restrictions for consumers
- From herbs highly concentrated extracts are created:

Urtica Urens	nettle
Achillea Millefolium	yarrow
Ceratonia Siliqua	carob
Equisetum	arvense horsetail

- In these herbs are now located in a high concentration, the hair growth promoting substances, like:
 - flavonoids
 - specific unsaturated fatty acids
 - betasitosteril
 - etc....



Ingredients and Action

Flavonoide

- **Myricetin:** Inhibiert 5-Alpha-Reductase
- **Kaemferol:** Inhibiert 5-Alpha-Reductase
- **Apigenin:** Promotes blood circulation of the hair root
 - Improved supply of nutrients
 - Increased anchoring of the hair shaft to the hair root

Unsaturated fatty acids

- **Linoleic acid** (Omega-6): Anti-inflammatory effect and inhibits 5-alpha-reductase
- **Omega-9 acid:** Anti-inflammatory effect

Beta-Sotisterol:

- inhibits 5-alpha-reductase

Vitamines (A, B1, B2, B5, B9, E):

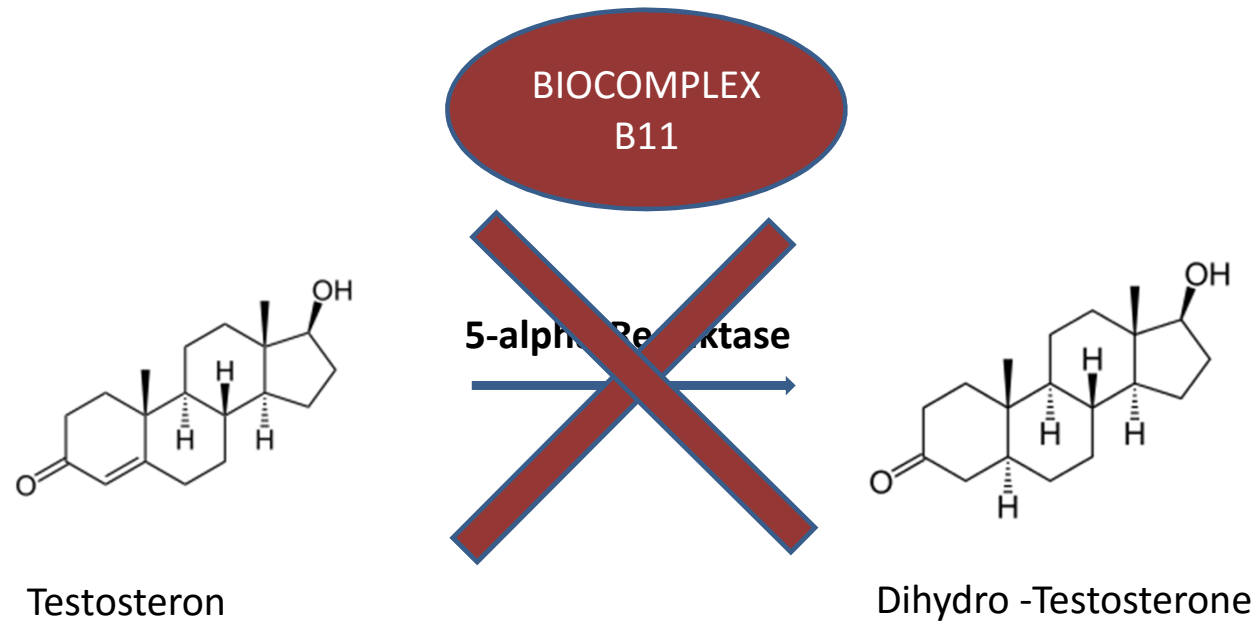
- Supports the natural balance of the sebum level (sebum production)

Minerals (Cu, Zn, Fe, Ca, Mg, K):

- inhibits 5-alpha-reductase, special Zinc
- Supports the natural balance of the sebum level
- Anti-inflammatory effect



5-alpha reductase



The Biocomplex B11 prevents the formation of hair roots damaging dihydrotestosterone by blocking the 5-alpha-reductase



BIOXSINE - PRODUCT-PROGRAMM





DermaGen

Mild to moderate hair loss

- For Dry and Normal Hair
 - For oily hair
 - Anti-Dandruff



DermaGen FOR WOMEN

The extra bit of Shine & Care



DermaGenFORTE

For intensive hair loss



*Fact: German men suffer more than their European neighbors to thinning hair: 76% loss occurs in self-confidence, the European average is, however, only 62%
(Source: Gallup 2013 ProHaar study)*



DERMAGEN

Mild to moderate hair loss

- ✓ Target groupe: Woman & Men 18-39 years with an initial hair loss
- ✓ contains the herbal active agent Biocomplex B11:
 - ✓ Effectively reduces the hair loss
 - ✓ Strengthens weak hair follicles and makes hair strong and visible full
 - ✓ Gives the hair resistance, grip and volume
 - ✓ studies shows:

After 4 month*:

Hair loss reduced till -88% and
more visible hair till 18%

* Results of dermatological drawing tests with combined use of Bioxsine Forte Serum Spray and Forte shampoo. (Pavia Study in 2011)

Available as Serum 24x6ml and as Shampoo 300ml

- Normal/dry hair
- Anti-dandruff
- Oily hair



New: DERMAGEN FORTE

For intensive hair loss



NEU BIOXSINE FORTE
8x höher konzentriert

- ✓ Target group: Men 18-39 years with rapidly progressive hair loss (z.B. 'early wildfire')
- ✓ Contains the 8-times higher concentration of the herbal active agent Biocomplex B11
- ✓ With the additional ingredient procyanidin:
- ✓ Supports the growth of hair cells
- ✓ Revolutionary test results:
 - After 1 month: Hair loss is reduced till-48%
 - After 3 month -76%
 - After 6 month -**93%***
 - 89%** of the participants confirm fuller, thicker and faster growing hair after 6 months use*

* Results of dermatological drawing tests with combined use of Forte Serum Spray and Forte shampoo..

Available as Shampoo 300ml (NTH) and Serum-Spray 60ml



NEU: DERMAGEN FOR WOMEN

Fact: For women not all the hair follicle of hair region are usually affected, but only a part. Therefore, women do not have a bald spot or baldness - hair only thin out and the scalp is visible.



BIOXSINE DERMAGEN FOR WOMEN

The extra bit of care better to comp,
more shine and volume

- ✓ Specially designed for the most common types of **female hair loss**. (telogen effluvium & androgenetic alopecia).
- ✓ Target group: Women 18-59 years with diffuse hair loss.
- ✓ With the additional ingredient **Apigenin, Myricetin and Kaempferol** for more shine, intense hydration and anti-split ends.
- ✓ Excellent test results thanks to BIOCOMPLEX B11:

Reduction of the hair loss:

After 2 month: -46%

After 4 month: -77%

After 6 month: **-87%***

*Results only female subjects with hair loss.

Available as Shampoo 300ml and hair conditioner 300ml
(plus Silicium and Panthenol for extra care and easier to comb)



BIOXSINE PRODUCT-PROGRAMM

(German prices)



PZN	Artikel	ml	UVP	AEP
10042399	BIOXSINE PFL G HAARAUSFALL NTH	300ml	14,95 €	7,39 €
10042353	BIOXSINE PFL SER G HAARAUSFALL	24 X 6 ml	52,75 €	26,08 €
10042382	BIOXSINE PFL G HAARAUSFALL FH	300ml	14,95 €	7,39 €
10042376	BIOXSINE PFL G HAARAUSFALL AS	300ml	14,95 €	7,39 €

PZN	Artikel	ml	UVP	AEP
11279169	BIOXSINE DG Shampoo for Women NTH	300ml	14,95€	7,39€
11279175	BIOXSINE DG Spülung Women Haarausfall	300ml	14,95€	7,39€

PZN	Artikel	ml	UVP	AEP
11279206	BIOXSINE DG FORTE Shampoo Haarausfall	300ml	16,95€	8,49€
11279212	BIOXSINE DG Forte Spray Haarausfall	60ml	32,95€	16,51€



Clinical Studies:

- All **BIOXSINE-Products** have been proved over the years in numerous of studies
- All these studies demonstrated the high effect of **BIOXSINE** against hair loss



CLINICAL TESTS

Safety, efficacy, and reliability are **approved** by the clinical tests conducted in different overseas and domestic laboratories.



Istanbul University
Faculty of Pharmacy
TURKEY



DERMATEST
Medical Research Company
GERMANY



UNIVERSITÀ DI PAVIA



Clinical Study of BIOXSINE Shampoo & Intensiv Serum: University of Pavia (Mailand, Italien)

Placebo-Controlled, clinical-instrumental assessment of the efficacy of cosmetic products for the treatment of alopecia grade II and III or Telogen effluvium

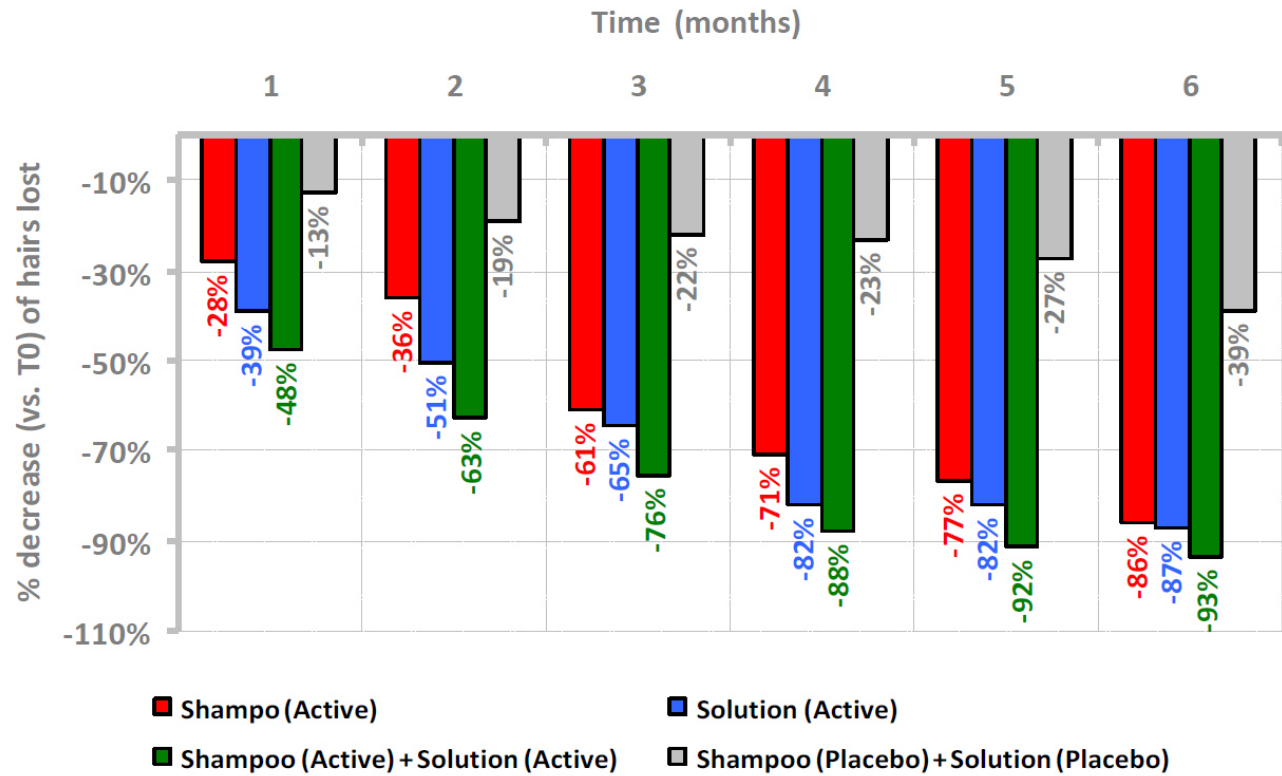
Products efficacy was evaluated on 120 subjects (30 subjects per treatment arm) more than 6 month.

Treatment arms were:

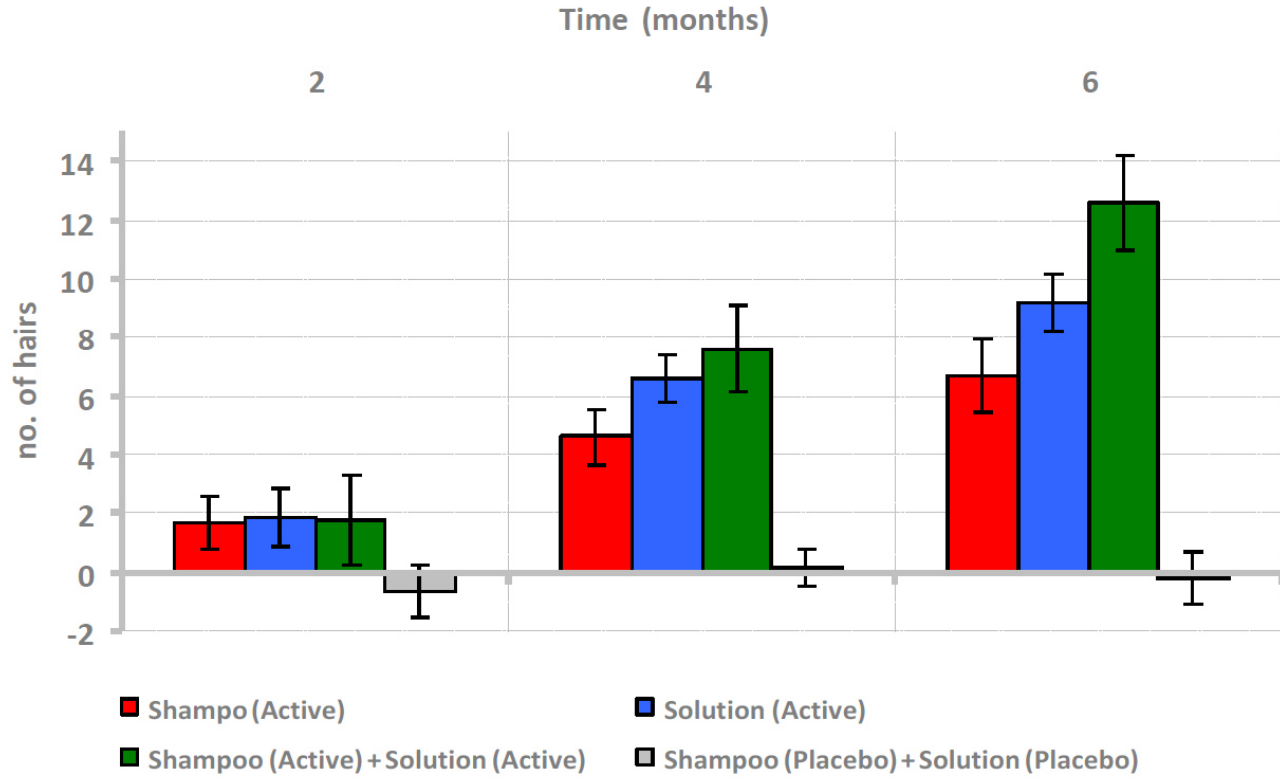
- Shampoo (Active)
- Solution (Active)
- Shampoo (Active) + Solution (Active)
- Shampoo (Placebo) + Solution (Placebo)



Graph 5. The graph here below reports the mean % decrease obtained for each tested product(s). Data are reported as mean % variation.

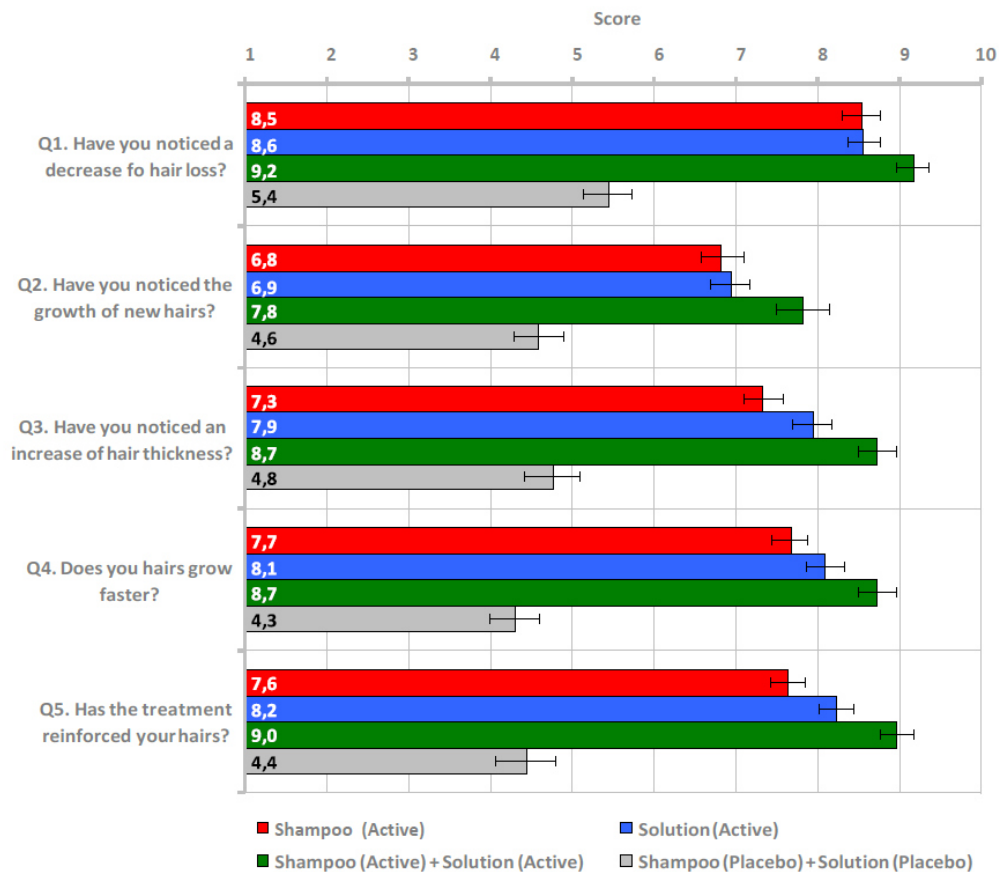


Graph 10. The graph here below reports the number of hairs increase obtained for each tested product(s). Data are reported as mean increase (vs. T0).



Survey of study participants after completion of the study:

The study participants were asked 5 questions. The answer score from 1 to 10 points. 1 stands for not applicable and 10 for absolute consent.



Summary Results:

During the study period, the combination of BIOXSINE shampoo and BIOXSINE serum showed the most sustainable effect. The Group using both products at the same time, shows the best results by all measurement parameters.

The study results show that BIOXSINE shampoo and BIOXSINE serum promote hair growth by strengthening the hair follicles. This effect helps to reduce existing hair loss or stimulate new hair growth, e.g. the treatment group, which were using both BIOXSINE products reduced the hair loss after 6 months treatment by 93%. Details please refer to the following pages and the original study.

Both BIOXSINE shampoo and BIOXSINE serum were very well tolerated by all subjects, side effects did not occur during the study. In subjects who using BIOXSINE shampoo and serum BIOXSINE together, the products also had a calming and stabilizing effect on the scalp: Redness, itching and dandruff declined.



The independent German Research Institute **Dermatest** * examined the products BIOXSINE shampoo and BIOXSINE serum in two application studies - nine months respectively four months. Subjects with androgenetic alopecia (hereditary hair loss), but otherwise healthy skin, tested BIOXSINE Shampoo and BIOXSINE serum in combination on safety and efficacy. *



The regular and combined use of BIOXSINE shampoo and BIOXSINE serum shows in the period of nine months an increase in hair density of 17.3 %. In addition, the researchers found out that after five months of using the product the absolute hair number had increased in the half of the volunteers. After nine months of combined use, the hair counts had risen at 80 percent of subjects. An improvement in skin density (n / cm) show after five months use 60 percent of the subjects, after nine months of combined application, this value had improved in 70 percent of subjects.

*Source: Kornelia Sievert, Dr. rer. nat. Liane Bolke, Dr. med. Gerrit Schlippe, Dr. med. Werner Voss, Dermatest GmbH: Wirksamkeitsstudie der haarwuchsfördernden BIOXSINE-Produkte Shampoo und Serum zur Haarwuchsförderung bei androgenetischer Alopezie. (2002)

