



# Neofollics Hair Growth Stimulating Travel Kit

Product Launch Information for distributors and resellers



# The Travel kit

Two of our best selling products the Neofollics Hair Growth Stimulating Shampoo and Conditioner are now available in a convenient Travel Kit.

By using the Neofollics Shampoo and Conditioner together, gentle cleaning and extensive hair growth stimulating is combined with rich nourishment of the hair and scalp.

The Travel Kit contains 2x 100 ml of the Shampoo and Conditioner, up to a month's supply. The kit is ideal to take on a flight or for short trips. The Travel Kit can also be used for people who want to try out the products by using a smaller version of the products first before buying the full size bottles.



# Travel Kit: Treatment for beautiful and healthy hair

The Shampoo and Conditioner form a treatment that is suitable for everyone to stimulate hair growth and to ensure maintenance of the hair.

For optimal condition of your scalp and hair, we recommend that you use the Neofollics Shampoo almost daily. This creates a good basis for healthy hair growth. To combat brittle hair, use the Neofollics Hair Growth Stimulating Conditioner together with the Shampoo. The Conditioner nourishes the hair and scalp and makes the hair healthier, stronger and shinier.



# Who is it for?

The Neofollics Travel Kit with Shampoo and Conditioner contains high quality ingredients and is free from perfume, sulfates, silicones and parabens.

THE NEOFOLLIC TRAVEL KIT IS PERFECT FOR ANY MAN OR WOMAN WHO WANTS TO:

- improve the condition of the scalp and hair
- thicker and healthier hair with a product that fits easily into the daily routine
- mild hair growth stimulating treatment for beautiful and healthy hair
- use a high-quality shampoo and conditioner



# Launching the Travel Kit

By request of many Neofollics users the Travel Kit is launched as of July, in a time where many COVID-19 measures are lifted, travelling abroad is becoming easier and life is getting back to normal again.

The Travel Kit is available from the 5<sup>th</sup> of July 2021 and can be shipped from this date. Just before the holiday season of 2021.



# Details

The Travel Kit contains:

- 1x 100ml Neofollics Hair Growth Stimulating Shampoo
- 1x 100ml Neofollics Hair Growth Stimulating Conditioner

These amount are **sufficient for usage of 4x per week or more and will last up to one month, depending on hair length and usage.**

**MSRP:** 22,95 EUR (introduction price in July 2021 only: 19,95 EUR)

**EAN code:** 8719992068401

**Full name:** Neofollics Hair Growth Stimulating Travel Kit

Suitable for both **men and women with brittle, thinning hair, hair loss and general scalp issues such as dandruff and flaky scalp.**



# Recap: Neofollics Shampoo

Neofollics Shampoo is developed to be an effective and user-friendly topical therapy to hair loss. The Shampoo contains a balanced combination of proven active ingredients with multiple mechanisms addressing the complex biology of hair growth.

Neofollics Shampoo is a powerful shampoo that stimulates hair growth and inhibits hair loss. At the same time, it is very effective against dandruff and promotes the growth of thicker and fuller hair.

Studies on active ingredients and controlled observational investigations of the end formulation on men and women have verified the effectiveness of the Neofollics Shampoo.



# Shampoo Key Ingredients

Neofollics shampoo contains 12 proven active ingredients. Each active ingredient has been selected based on scientific research to combat hair loss in multiple ways:

- 1% Piroctone olamine, effective on hair growth and effective against dandruff
- the hair growth molecules Caffeine and Niacinamide
- seven powerful plant extracts, including Ecklonia cava and Raspberry ketone
- Argan oil and Wild mint oil to nourish the scalp and hair





# Clinical studies

## STUDY 1: EVALUATION ON HAIR GROWTH AND DERMATOLOGICAL PROPERTIES BY PATIENTS WITH HAIR LOSS

The Neofollics Shampoo was clinically tested and evaluated as cosmetic formulation according to the same scientific evaluation methods that were used for the evaluation of Finasteride and Minoxidil. Test subjects with Alopecia Androgenetica used the Neofollics Shampoo for 3 months (T=90 +/- 3 days). They applied the Shampoo as recommended, on average 4 times per week. In total 40 subjects were included in the study.

### Main outcomes of the clinical study

After 90 days of usage, A majority of users experience a visible improvement of hair (80%) and thicker hair (70%). 80% of the users conclude an improvement of the hair status and 80% is satisfied with the hair growth. 80% also experience an improvement of the scalp condition.



# Key efficacy indicators

After 90 days users have reported their findings compared to the situation before the use of the Neofollics Shampoo 4 times per week. The results are summarized in figure 7.1.

## User satisfaction

The Shampoo was tested for user satisfaction rate. 90% of the users indicated to be satisfied with the overall usage of the shampoo. Furthermore, no side effects were reported among the users and nobody seized the treatment during the 90-day trial period due to adverse dermatological reactions and/or side effects. One user that was neutral about the user satisfaction attribute experienced to have a drier scalp then before the treatment, which was later overcome by using the Neofollics Conditioner as well.

Findings in key efficacy indicators

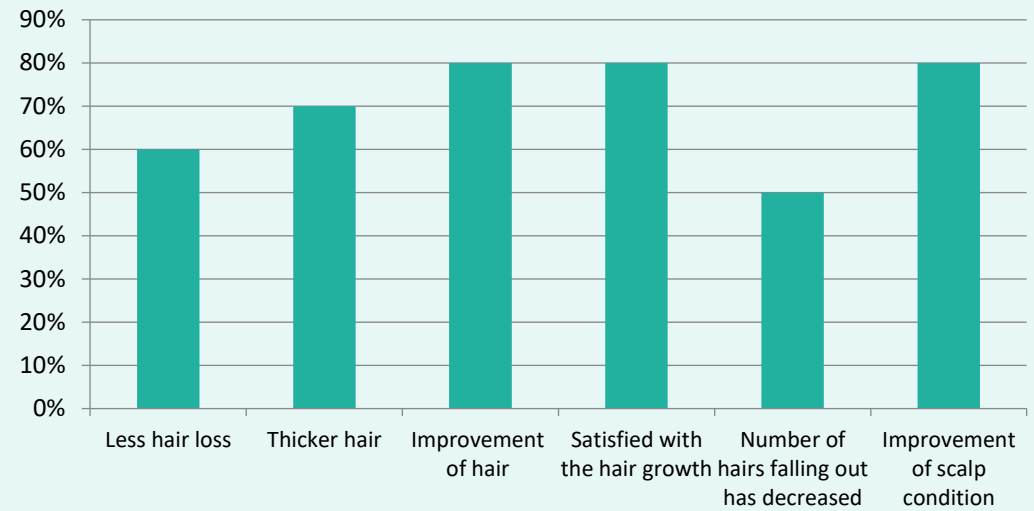


Figure 7.1. Key Efficacy Indicators

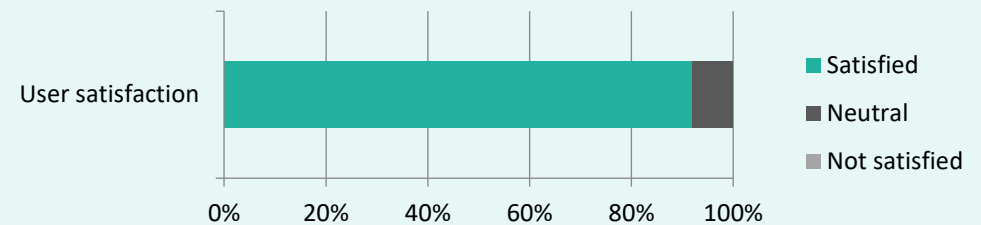


Figure 7.2. User Satisfaction

# The Neofollics Conditioner

Neofollics Hair Growth Stimulating Conditioner nourishes the hair and scalp and makes hair healthier, stronger and shinier. In addition, the conditioner has a hair growth-stimulating effect. The conditioner contains high quality ingredients and is free from perfume, dyes, sulphates, silicones and parabens.

The nourishing formula of the Neofollics hair growth stimulating conditioner has been specially developed to improve the health of hair and scalp in several ways. The conditioner contains various ingredients that promote healthy hair growth and prevent hair loss. In addition, the conditioner makes the hair stronger and healthier and is mild and caring for the scalp. This also helps the conditioner well with itching, flakes and a restless scalp.



# Key characteristics

## ✓ CONTAINS SEVERAL HAIR GROWTH MOLECULES

- Improves bloodflow to the follicles and prolongs the growth phase

## ✓ 5 POWERFUL PLANT EXTRACTS

- The powerful natural ingredients lower the DHT scalp concentration (a hormone that causes hair loss), and prolongs the growth phase

## ✓ FREE OF HARMFUL SUBSTANCES

- The Neofollics conditioner is free of perfume, pigments, sulfates, silicones and parabens

## ✓ IMPROVES THE CONDITION OF THE SCALP

- The conditioner is perfect against itching, flakiness and dandruff and nourishes and soothes the scalp.

## ✓ EASY TO USE IN THE DAILY ROUTINE

- Perfect to combine with the Neofollics shampoo

## ✓ SCIENTIFICALLY & CLINICALLY PROVEN INGREDIENTS

- Contains a high concentration of active ingredients such as Copper Peptides and proteins Keratin and Silk

# How to use?

**Step 1:** Wash the hair with a small amount of **Neofollics Shampoo** and rinse with water

**Step 2:** Apply a generous amount of shampoo and gently massage it into the scalp. Leave the shampoo on the scalp for **3 minutes** to ensure that the active ingredients are absorbed well. Rinse thoroughly.

**Step 3:** Apply the **Neofollics Hair growth Stimulating conditioner** on the scalp and hair and leave it on for at least **3 minutes**. Then rinse the conditioner thoroughly.

**Step 4:** Suitable for everyday use. Use at least **3 times a week** for best results.

**Note:** do you suffer from greasy hair? Only use the conditioner on the scalp and not the hair.



## KEY INGREDIENTS, THEIR FUNCTIONS AND EFFICACY

### Ketoconazole vs. Piroctone olamine

In a study with 150 men who suffer from hereditary hair loss and dandruff, Ketoconazole and Piroctone olamine were compared\*. Excessive secretion of sebum, dandruff and seborrheic dermatitis are often linked with hair loss and hereditary hair loss. The 150 men received a shampoo with 1% Ketoconazole or 1% Piroctone olamine. They had to use this shampoo 2 to 3 times per week for a duration of six months. All treatments showed a reduction in itching and dandruff after 2 to 6 weeks. If we take a look at the effect of the treatments on various hair growth parameters, we see the following figures (in percentages):

- The severity of hair loss decreases (Ketoconazole: -17.3%, Piroctone olamine: -16.5%)
- The percentage of hairs in the growth phase increases (Ketoconazole 4.9%, Piroctone olamine: 7.9%)
- The effect on the hair diameter is increased by 5.4% with Ketoconazole and by 7.7% with Piroctone olamine.
- Thus, the study shows that Piroctone olamine scores better in a number of areas in comparison to Ketoconazole\*\*:
- Compared to Ketoconazole, Piroctone olamine ensures an increase in the number of hairs in the growth phase (anagen phase) by more than 10% in 33% of people.
- Piroctone olamine gives 88% of the people thicker hair, despite hereditary hair loss, whereby this is 78% with Ketoconazole.
- Regarding the people that experience a significant increase (more than 10%) of the hair diameter, this is 28% with Ketoconazole and as much as 34% with Piroctone olamine (10% larger diameter means that the hair became 20% heavier).





NEOFOLLES

HAIR GROWTH  
STIMULATING  
SHAMPOO



HAIR GROWTH  
STIMULATING  
CONDITIONER

TRAVEL KIT

- THREE EFFECTIVE ACTIVE INGREDIENTS
- Promotes hair growth and reduces hair loss
  - Stimulates hair follicles and increases hair density
  - Provides hair hydration and shine

24.99 €

NEOFOLLES

SH  
HAIR GROWTH  
STIMULATING SHAMPOO

NEOFOLLES

Co  
HAIR GROWTH  
STIMULATING CONDITIONER

# Ready to order?

Contact your accountmanager for more details and information.



[SALES@NEOFOLLICS.COM](mailto:SALES@NEOFOLLICS.COM)



**NEOFOLLICS**  
hair technology

