



Provital
Do Care

Kerascalp™

A healthy scalp
for healthy hair

- Acts on signs of scalp ageing before they appear
- Prevents hair follicle miniaturization and weakening
- Preserves the stem cell niche related to hair follicle strength and pigmentation
- Rebalances the scalp and favours revitalized, shiny hair
- Reduces and prevents premature hair greying

CareActives

Global protection



Hair as an ally for self-esteem in an age of “imagocracy”



Psychoaesthetics, the balance between how we feel and how we look

We are living in an age of “imagocracy”, in which image has assumed a great deal of power. A term rooted in the words *Imago* (“image” in Latin) and *Kratos* (“power” in Greek) and which is more relevant than ever before with the explosion of communications and the pressure of social media. Caring for our hair is closely linked to how we perceive ourselves, our self-confidence and identity. In fact, there are disciplines such as psychoaesthetics that analyse a form of styling that is adapted to our personality to boost our self-esteem.

Kerascalp™ is a response to the desire to age well

A holistic solution that acts from the source – a healthy scalp – to delay the appearance of the visible signs of hair ageing, enabling us to look as we feel.

Collagen XVII is the key to hair strengthening and pigmentation

Reported for the first time by Provit: Amla dual action



Kerascalp™, the power to turn back time: hair loss and greying

It has been found that the ageing of the hair follicle is due to the transepidermal elimination of stem cells through the proteolysis of collagen XVII (COL17A1) caused by neutrophil elastase (Figure 1). Studies now show that hair follicle stem cells (HFSCs) provide a COL17A1-dependent niche for the melanocyte stem cells (Figure 2). This means that collagen XVII also plays an important role in hair pigmentation.

Kerascalp™ is able to prevent follicle miniaturization and hair depigmentation by increasing the expression of collagen XVII and reducing its proteolysis.

Figure 1
Hair follicle miniaturization

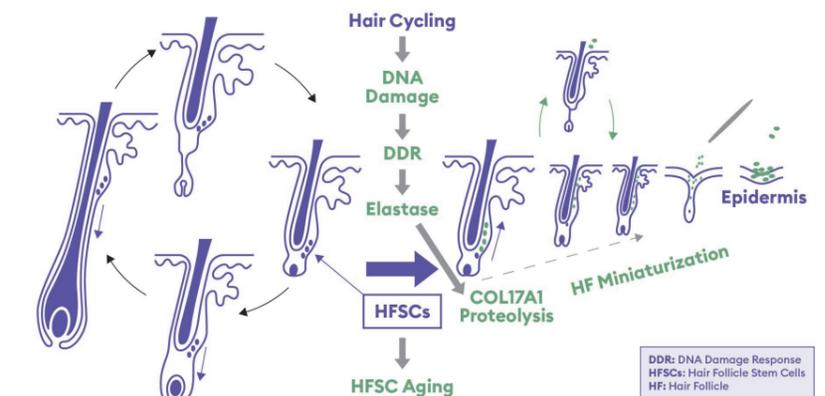
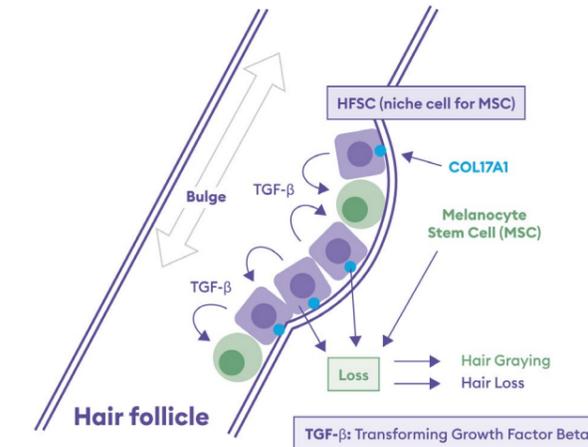


Figure 2
XVII collagen deficiency and grey hair



Amla, an organic Ayurvedic ingredient



Phyllanthus emblica

Kerascalp™, the holistic hair solution supporting clean, safe beauty

Amla is a traditional Ayurvedic ingredient that is highly revered in India. It is a *rasayana* (or rejuvenating) fruit known to delay the degenerative processes associated with ageing, which is used to achieve strong, healthy-looking and rejuvenated hair. As a natural adaptogen, the plant promotes cell homeostasis to boost our skin’s ability to adapt to the effects of stress. **Kerascalp™** is based on the known benefits of Amla to offer a waterless, vegan, COSMOS-approved active ingredient in response to demand from eco-conscious consumers.

In vitro efficacy

Assessment on keratinocytes

Kerascalp™ prevents follicle miniaturization and depigmentation

Kerascalp™ maintains hair follicle stem cells and melanocyte stem cell niche by increasing collagen XVII (COL17A1) expression by 60% vs the control, and reducing its proteolysis by 39%. **Kerascalp™** increases collagen XVII protein in accordance with the concentration level, reaching up to +24%*** at 0.86% versus the control. (***) $p < 0.001$ (Figure 3)

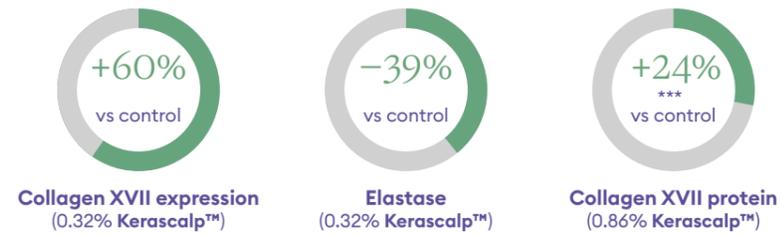
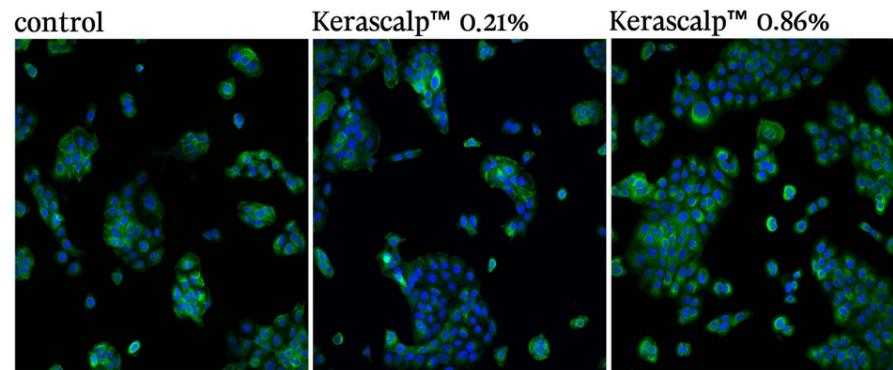


Figure 3
Increase in collagen XVII protein at different concentrations of **Kerascalp™**
Blue: nuclei Green: collagen XVII protein



Kerascalp™ increases collagen XVII protein.

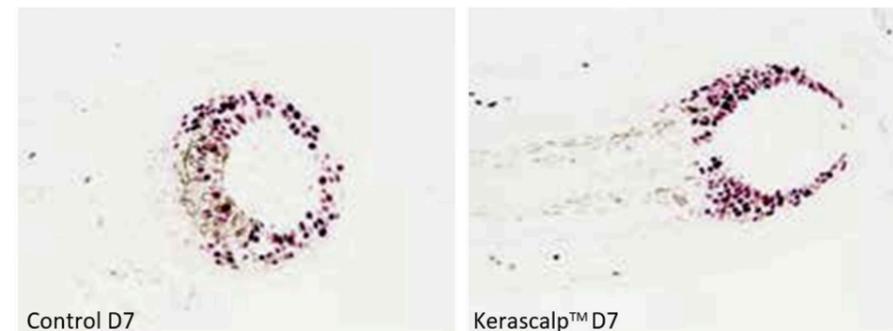
Ex vivo efficacy

Isolated hair follicles taken from the scalp of a 64-year-old volunteer

Kerascalp™ promotes a healthy scalp, more volume and continuous hair growth

Kerascalp™ improves the proliferative capacity of the hair bulb in 7 days, increasing hair growth by 22% and the survival of regenerative cells by 33% vs the control (Figure 4), contributing to the longevity of the hair follicles.

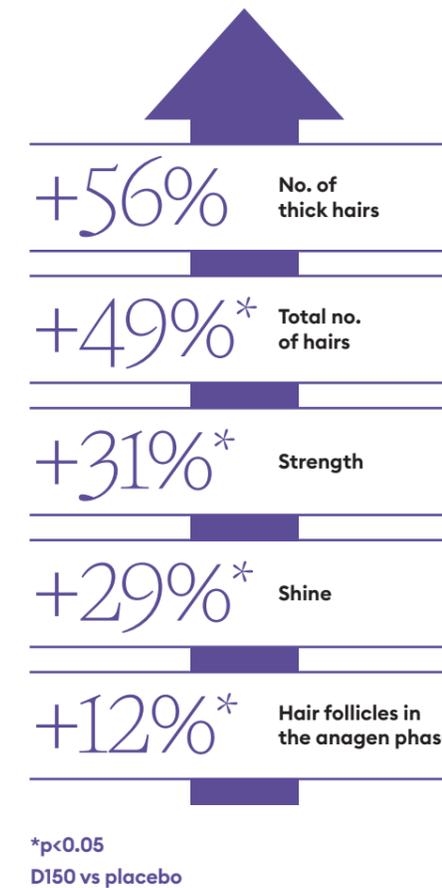
Figure 4
Increase in cell proliferation (ki-67 positive cells) in the hair bulb after using **Kerascalp™** at 0.32% for 7 days. Proliferative cells are stained purple, while melanin is brown



In vivo efficacy I

Hair strengthening efficacy

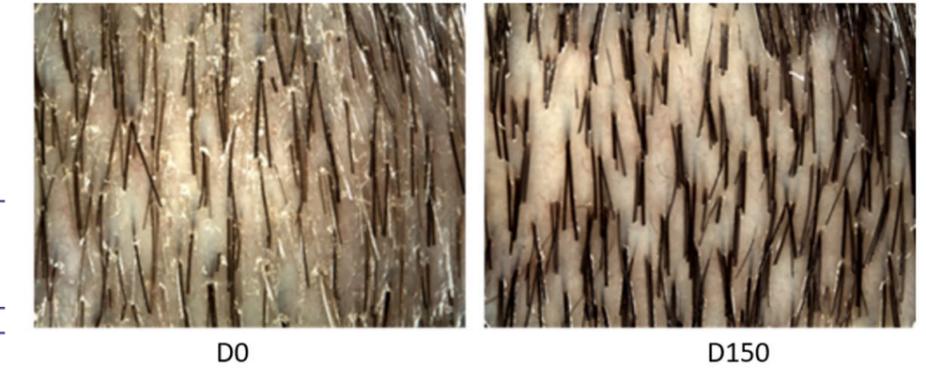
1% **Kerascalp™** 60 vol. (mixed M/F), aged 40-60, fine and brittle hair, 150 days



Kerascalp™ increases hair volume

The trichometer analysis shows that **Kerascalp™** increases hair quantity and thickness by +56% after 150 days compared with placebo. (Figure 5).

Figure 5
Evolution of Trichoscan images in the area of **Kerascalp™** application



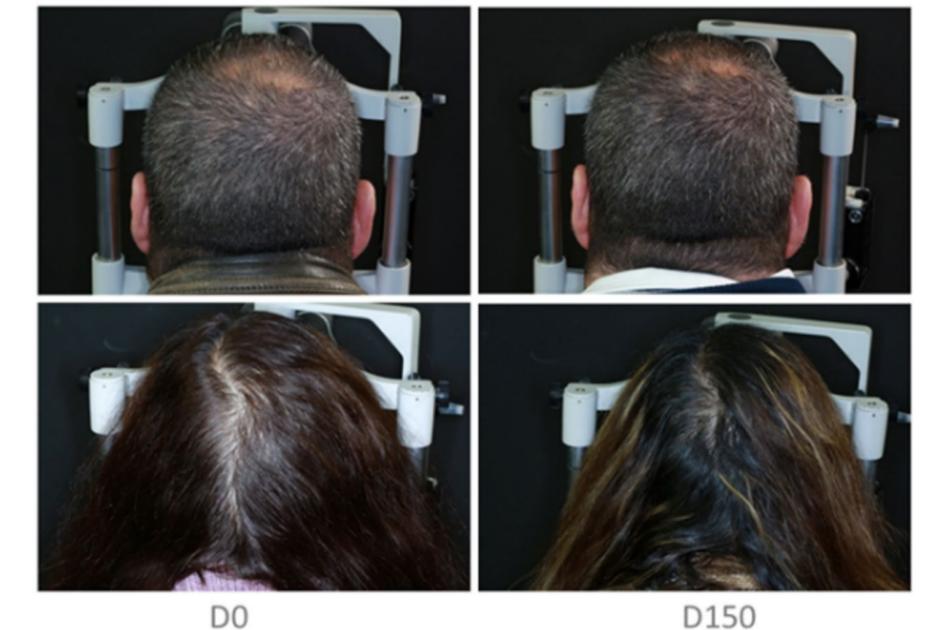
Kerascalp™ increases hair strength

Hair strength was evaluated using a Pull test. The results show that **Kerascalp™** increases hair strength by +31%* after 150 days compared with placebo (* $p < 0.05$).

Kerascalp™ improves hair density and quality

The standardized images obtained using parallel-polarized light show an overall improvement in hair density and quality throughout the study, in both women and men. A gloss meter was used to assess the increase in hair shine, with results of +29%* after 150 days compared with placebo (* $p < 0.05$).

Figure 6
Photographs of the evolution of volunteers treated with **Kerascalp™**

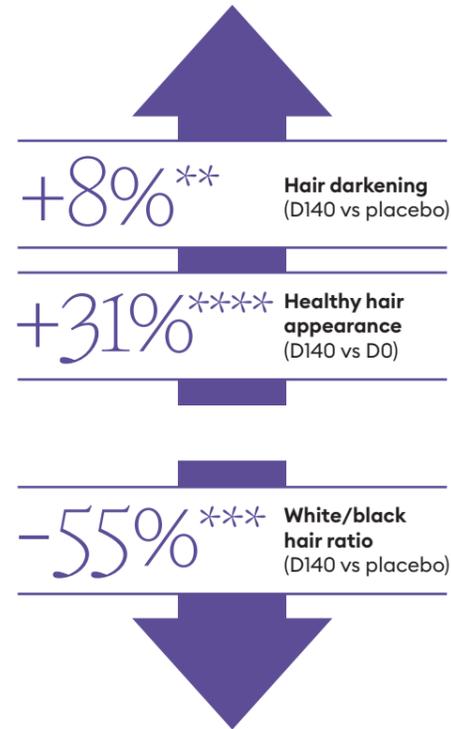


Kerascalp™ stimulates and energizes the scalp for healthier, stronger hair.

In vivo efficacy II Anti-greying efficacy



2% **Kerascalp™** 63 vol. (mixed M/F), average age of 40, cortisol ≥ 14 ng/ml, 140 days



**p<0.01
***p<0.001
****p<0.0001

Kerascalp™, has the power to turn back time: hair loss and greying.

Kerascalp™ darkens hair

Luminance L* testing allowed us to observe that **Kerascalp™** darkens hair by 8%** after 140 days compared with placebo.

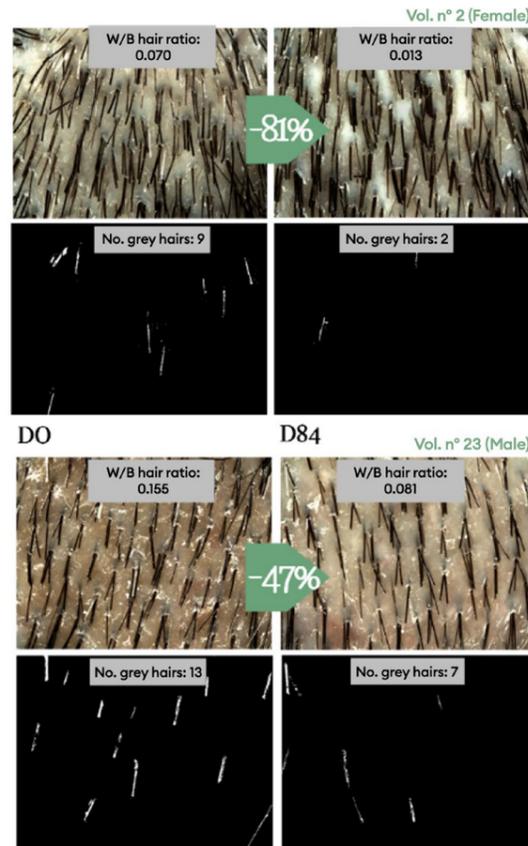
Graph 1
Variations in the L* parameter with colorimetry (L*=Luminance, 0-black 100-white) during treatment with **Kerascalp™** vs placebo. A reduction in luminance is equivalent to an increase in hair darkness. N.S.= statistically non-significant *p<0.05 **p<0.01



Kerascalp™ reduces and prevents the appearance of the first grey hairs

In a study conducted in men and women, a reduction in grey hairs of 49%*** was observed on D84 and 55%*** after 140 days of the **Kerascalp™** active ingredient versus placebo. Figure 7 shows examples of a reduction in grey hairs in two volunteers.

Figure 7
Digital images of the number of grey hairs and the white hair (W) versus black hair (B) ratio in study volunteers (male and female) after 84 days of applying **Kerascalp™**



Kerascalp™ improves the overall healthy appearance of hair

Through a dermatologist's clinical assessment based on a scale of 0 to 4 and standardized photographic images of the hair of the volunteers, it was concluded that there is a 31%**** improvement in the healthy appearance of hair in the fifth month compared with placebo (****p<0.0001).

Marketing tools

Add value to your projects with Kerascalp™



1. Counter the age of imagocracy with an offering aligned with psychoaesthetics

Consumers want to feel well and project the best version of themselves in a world where image is everything. **Kerascalp™** is a holistic ingredient that prevents the appearance of hair signs that affect self-esteem: hair loss and greying. It is also an adaptogen and can help combat the effects of stress.



2. Dive into a gold mine of scalp treatments

Consumers are as demanding when it comes to hair solutions as they are about their skincare. Create a new category of products for the scalp with **Kerascalp™**, inspired by Korean beauty (*K-beauty*) with a range of intensive masks, essences and serums.



3. Get on board with inclusive beauty and the rise of tailor-made solutions

Consumers want solutions to help them through key life stages and hormonal changes that affect health and beauty, such as the menopause, postnatal period, stress, etc. **Kerascalp™** is a Halal-certified active ingredient with proven efficacy in both sexes, particularly in women. It has been tested on volunteers with higher than average stress levels. Highlight how your solutions help with specific issues.



4. Embrace the shift towards natural ingredients and responsible consumption with the slow beauty movement

Consumers want products that are in line with their beliefs and values of respect for the environment. **Kerascalp™** is a natural, vegan, COSMOS-approved active ingredient. Include it in waterless formulations and in refillable containers to demonstrate your commitment to sustainability.



5. Focus on the convenience of multi-benefit solutions

Consumers want products that simplify their daily routine and save them time. Take advantage of the multiple benefits of **Kerascalp™** to focus on the convenience of an all-in-one solution. **Kerascalp™** is also an effective overall anti-ageing ingredient that acts from the source, the scalp, to prevent and delay effects with a single active ingredient.

Kerascalp™, overall well-ageing action with a popular Ayurvedic ingredient

Specifications

Kerascalp™ 71900 Properties: Active ingredient that keeps the scalp healthy and helps maintain the all-round youthful appearance of hair (strength, vitality, shine and anti-grey) by optimizing the stem cell niche that promotes hair strengthening and pigmentation.

Active molecules Polyphenols and gallic acid.

Appearance Clear liquid - slightly cloudy liquid.
Light brown – brown

Solubility Soluble in aqueous solutions

Recommended dose 1-2%

INCI Propanediol, Glycerin, Phyllanthus Emblica Fruit Extract

Certification



Compliance



100% Natural Origin (ISO16128)

Formulation

NO GREYING-NO LOSS, PLEASANT HAIRCARE SERUM

"Put the spotlight on self-esteem with a holistic, enjoyable, easy-to-apply and multi-benefits haircare solution"

	INCI/ PCPC	%(W/W)
A	Aqua (Water) Succinoglycan	88.65 0.35
B	1,3 Propanediol, Pentylene Glycol Magnolia Officinalis Bark Extract Phenylpropanol, Propanediol, Caprylyl Glycol, Tocopherol Fragrance	3.50 1.50 0.20 0.80 0.10
C	KERASCALP™ COTTON EXTRACT H.GL M-S ROSEMARY ECO	2 2 0.50
D	Citric Acid Sodium Citrate	0.07 0.33

Watch the video about the formula!



Our formulation top tips!

1. **Appeal to the demand for well-being** with a massaging applicator that activates microcirculation, provides a wellness aspect and also ensures that the product is correctly distributed.
2. **Join the green movement and its demand for natural products** with a vegan offering and a composition that is 99% of natural origin (ISO16128).
3. **Respond to the rise in minimalist cosmetics** with a short INCI formula.
4. **Offer sustainable formulas** with a heat-free formulation process. Expand on this by stating the environmental benefits of a refillable applicator.
5. **Enjoy quick and easy application** delivered by the format and massaging applicator to ensure **treatment adherence**, which is the ultimate guarantee of results.
6. **Highlight amla as an adaptogenic and Ayurvedic ingredient** in a context that values **holistic care**.
7. **Emphasize the benefits of easy, drip-free application with no greasy feeling**, features that are highly valued by a growing number of consumers who are looking for **functionality** and ease of use.
8. Take advantage of the high **water content and clean scent** to convey its **fresh, clean sensation**, a very highly valued feature in hair treatment products.
9. Emphasize **the improved self-esteem** provided by the **product's benefits** through the pleasant, enjoyable application using a massaging applicator.
10. Get on board with the **inclusive beauty** movement with a formula that is suitable for both genders.

