

NutriShine

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HAIR

HAIRLOSS, LACK OF HAIR VOLUME, THIN AND DULL HAIR

NAILS

FLACKED, DRY, TENDENCY TO BREAK

SKIN

DRY, WRINKLED, REDNESS, DERMATITIS

Causes of damaged hair

INTERNAL: genetic, hormonal

EXTERNAL: chemical and physical abuse

- **Mechanical factors**

- intensive combing, extreme brushing, backcombing

- **Chemical factors**

- dyeing, bleaching, perming, frequent washing with alkaline shampoos

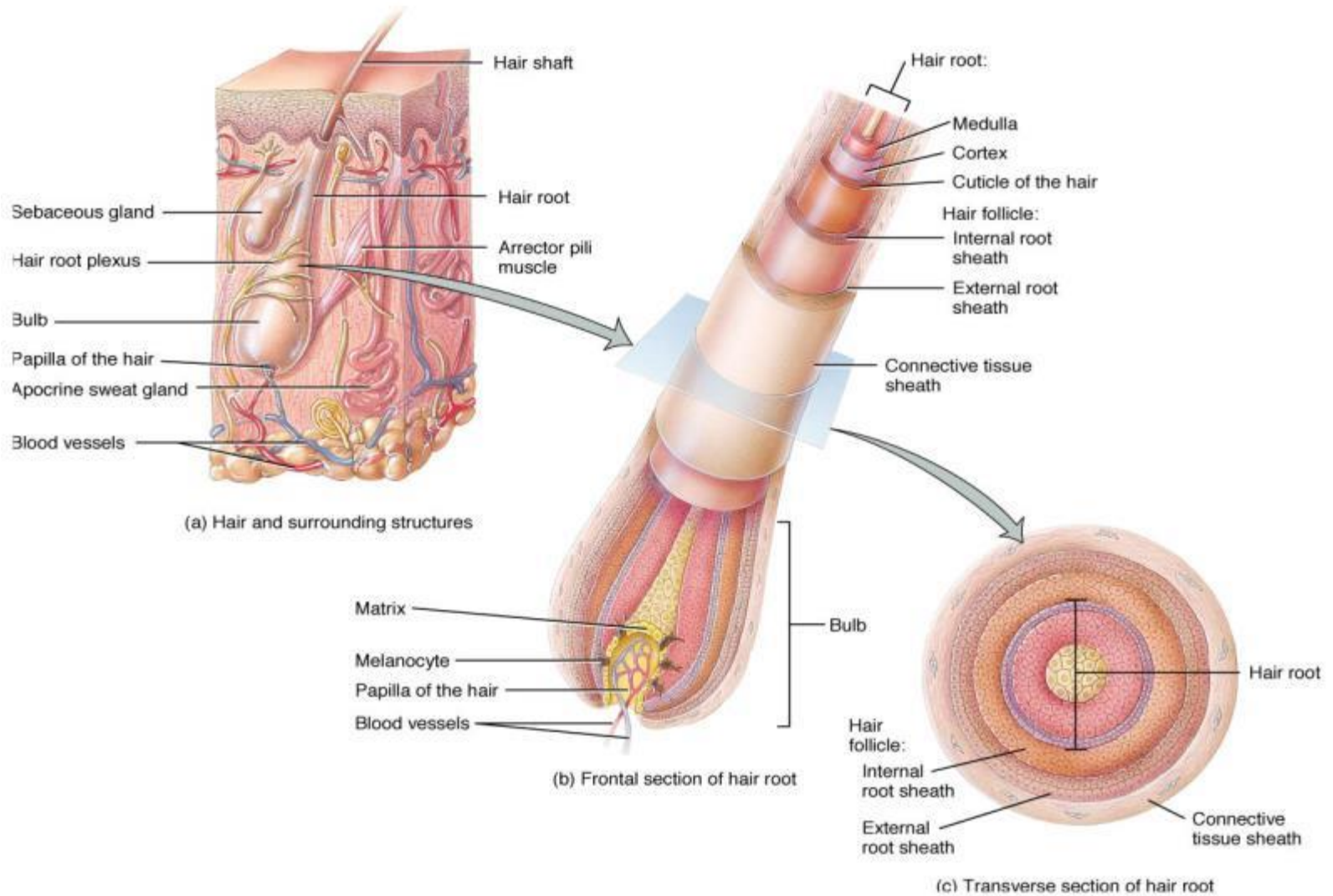
- **Physical factors**

- excessive effects of heat caused by hairdryers or curling tongs, intense effects of the sun or solarium, UV radiation

- **Nutritional factors**

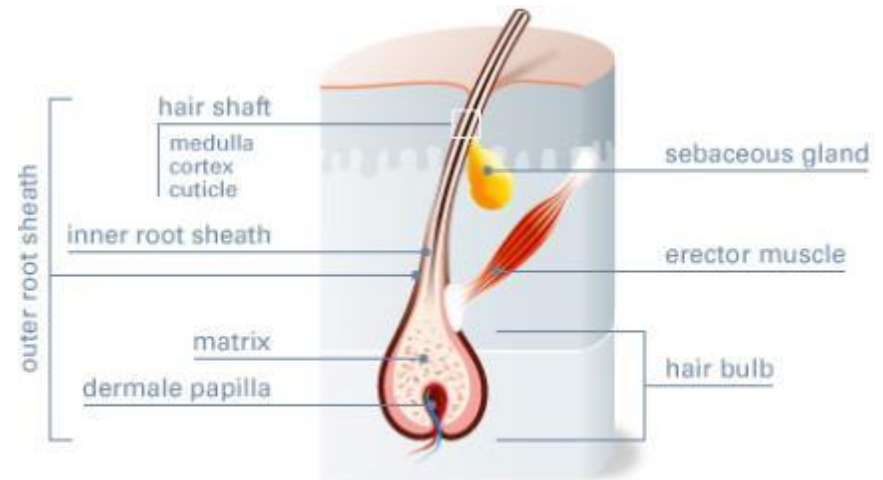
- deficiency of proteins, amino acids, vitamins and/or calories

Hair structure



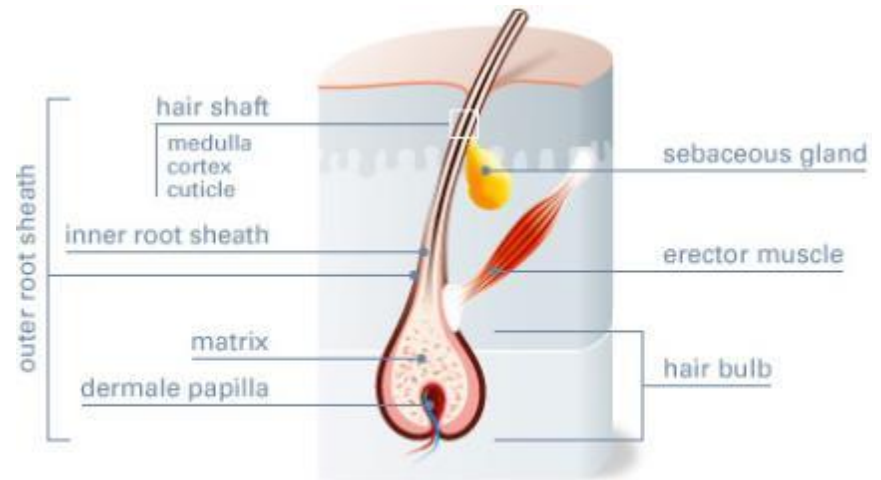
Hair structure

- A hair is a **flexible keratin thread** about 0.1 mm thick, with great strength and elasticity.
- The hair follicle is located in the dermis.
- The dermal papilla is at the base of the hair follicle.
- The papilla is fed by the bloodstream, which carries nourishment to produce new hair – it is the point from which hair grows.
- The hair follicle consists of:
 - the hair bulb
 - the inner root sheath
 - the hair shaft



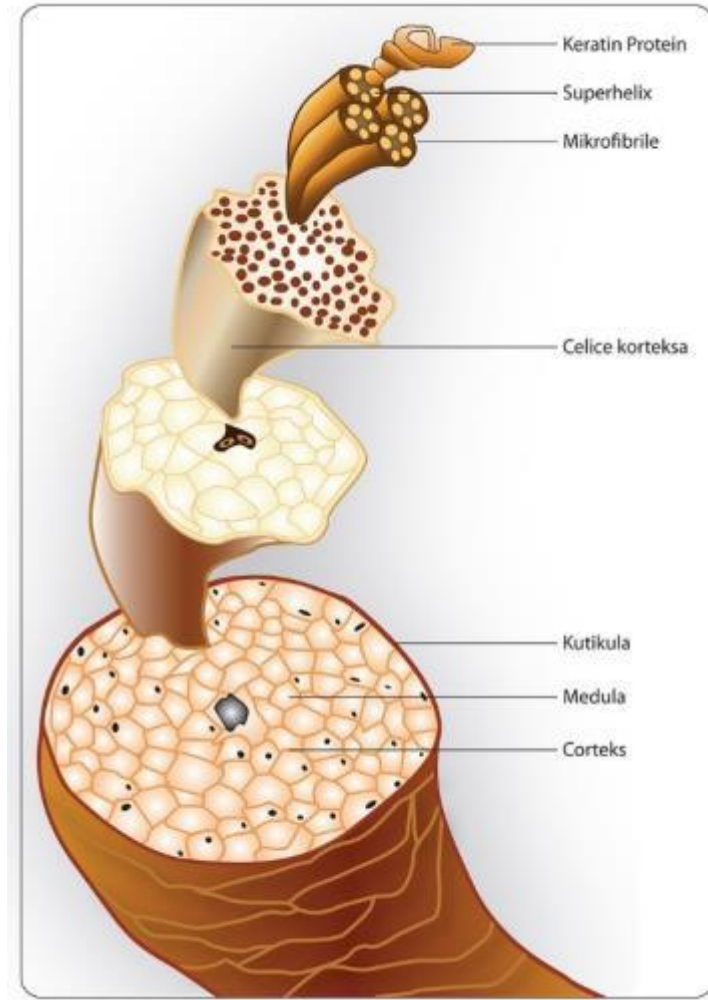
Hair structure

- New hair is made inside the onion-shaped hair bulb that lies within the hair follicle.
- It has a cavity in which the dermal papilla is embedded.
- New cells are continuously produced in the lower part of the bulb.
- As they grow and develop they steadily push the previously formed cells upwards.
- Special cells in the hair bulb produce the pigment that colors hair.
- The pigment is called melanin.



Hair structure

- Hair strand of hair consist 3 layers:
 - innermost layer **medulla**
 - middle layer **cortex**
 - outermost layer **cuticula**
- The middle layer – cortex – accounts for the greatest portion of the hair shaft, and contains fibres which are important for hair's strength and elasticity.
- The outermost layer is known as the cuticle. The cuticle is thin and colourless and serves to protect the cortex.



Hair structure

KERATIN

- Is a protein found throughout the body.
- Keratin plays an important structural role in skin, hair, nails and quills of feathers.
- The intriguing protein also has one of the highest proportions of the amino acid cysteine, a natural reservoir of sulphur and antioxidant used in many biological reactions.
- Much of the structural strength of keratin comes from cysteines, which bridge to form a cystine link.

The ability to convert natural keratin into a functional form that is bio-available to the body is recent breakthrough.

Keratin is represented in 80% of Structure of the Hair.

NutriShine

**Innovative approach in
hair loss management**

NutriShine

Improves brilliance and strength of hair and nails and reverse the effects of skin aging.

- **Packaging:** 20 capsules, dietary supplement
- **Use:** Recommended daily intake is 1 capsule with 2 dl of water, preferably after a breakfast.



NutriShine

NutriShine is a bioactive and bio-available product developed to stimulate hair growth and reduce hair loss.

NutriShine provides essential substances required for rebuilding and revitalizing hair.



NutriShine

- **In 1 capsule** (daily dosage):
 - Cynatine® HNS - 400 mg
 - natural bioactive soluble keratin
 - Zinc gluconate – 50 mg
 - of it zinc – 7,25 mg (72,5% RDA)
- A **natural keratin** can improve hair brilliance, reduce hair loss and improve hair strength, reverse the effects of skin aging and improve the strength and luster of nails.
- **Zinc** contributes to the maintenance of normal hair, nails and skin.



Cynatine® HNS

- Is the world's first »solubilised keratin«.
 - It has been processed in such a way that the keratin molecules are solubilised, therefore making it both **bioactive** and **bio-available** to the body.
- Cynatine® HNS:
 - ✓ Natural bioactive keratin
 - ✓ Clinically proven effect
 - ✓ Patented process
 - ✓ Bioactive form of keratin
 - ✓ Bio-available to the body
 - ✓ Extracted from premium quality pure New Zealand wool
 - ✓ 100% natural



Cynatine® HNS

- Cynatine® HNS clinically proven

HAIR	NAILS	SKIN
<ul style="list-style-type: none">• Reduces hair loss• Improves hair growth• Improves hair strength• Increases hair brightness• Adds shine and brilliance	<ul style="list-style-type: none">• Improves strength of nails• Reduces nails tendency to break• Improves health of nails	<ul style="list-style-type: none">• Reduces fine lines and wrinkles• Promotes firmness and Elasticity in skin• Reduces redness• Improves radiance of the skin

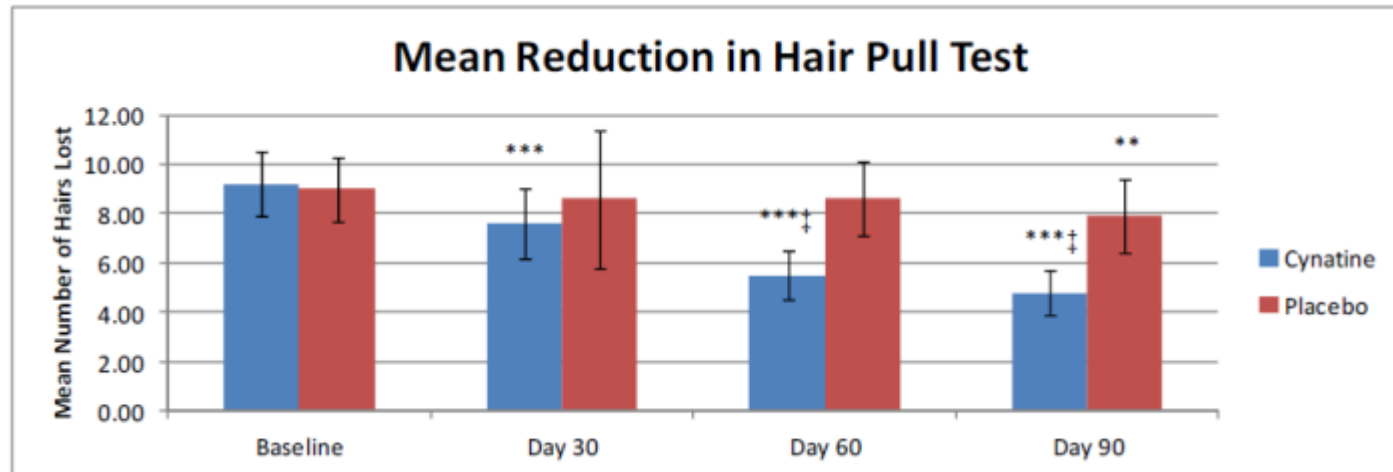
Clinical study

- **Double blind study**
- **50 women** (25 active, 25 placebo)
- Group A: 500 mg/ day Cynatin[®], group B: placebo (control)
- **90 days**
- Evaluation on hair:
 - Every day hair loss; hair pull test
 - Anagen/telogen phase hair test
 - Amino acids of hair
 - Resistance to traction
 - Hair brightness analysis
- Evaluation on nails (tendency to break)
- Evaluation on skin (skin moisture, skin elasticity, skin wrinkles, skin cohesivity (protein content)).

Clinical study

Hair pull test

- Cynatine **reduced hair loss** almost 4 times over Placebo group at 30 days.
- 100% of the Cynatine group had a minimum decrease in hair loss of at least 20%, compared to the Placebo group.

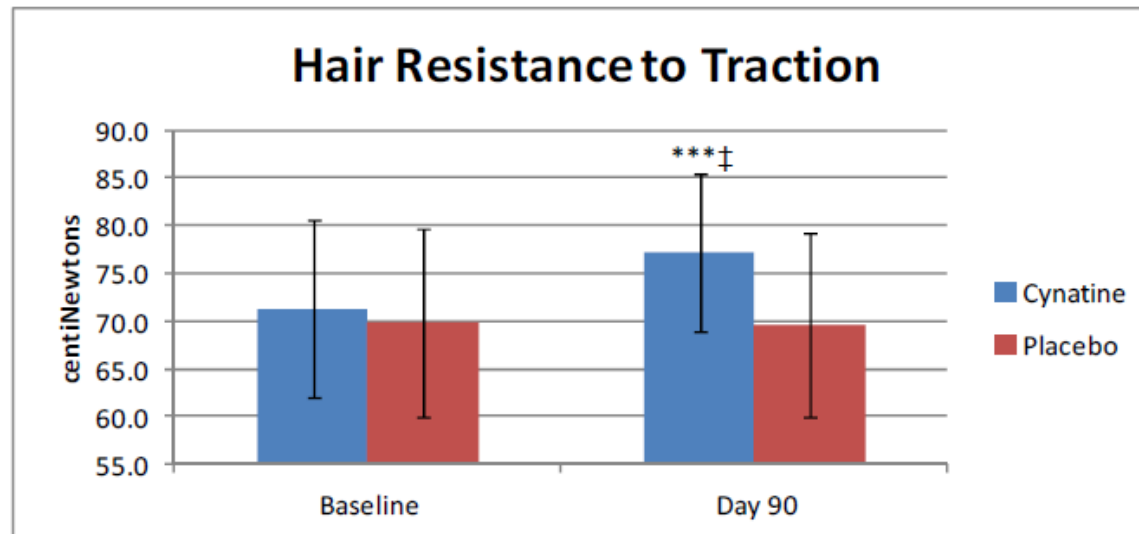


Robert H. Veghte: Technical Summary of Cynatine HNS Clinical Trial, Farcoderm (University Of Pavia, Italy), maj 2012

Clinical study

Resistense to traction

- Cynatin increased the strength of hair after 90 days.
- Cynatine improves the structure of the hair
- Cynatine improves the strength of hair

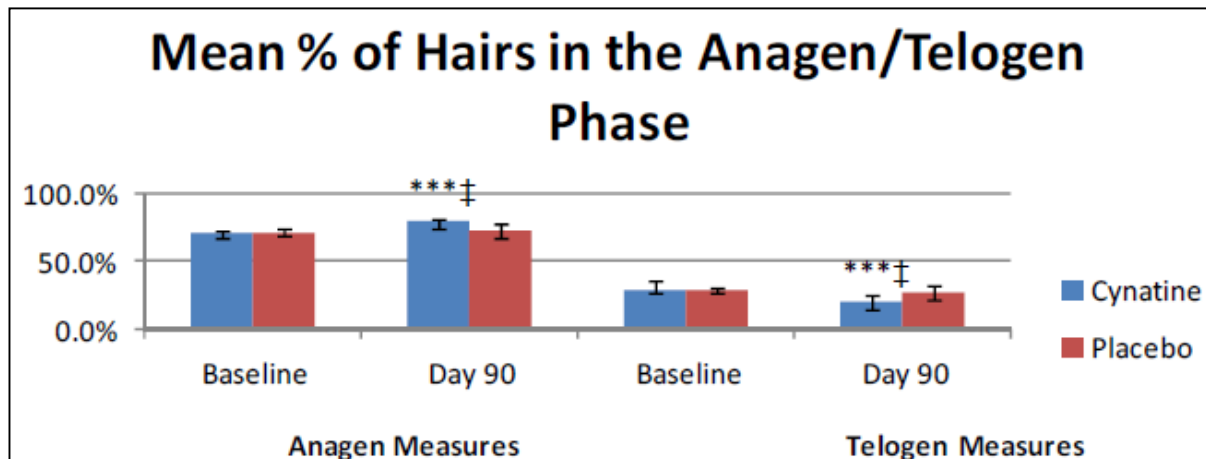


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Clinical study

Anagen/telogen phase hair test

- Cynatin increases the number of hairs in the anagen phase after 90 days
- Over 90% of subjects on Cynatine had at least a 4% increase in hairs in the anagen phase.
- Cynatine's effect over placebo was greater than 8 times more.

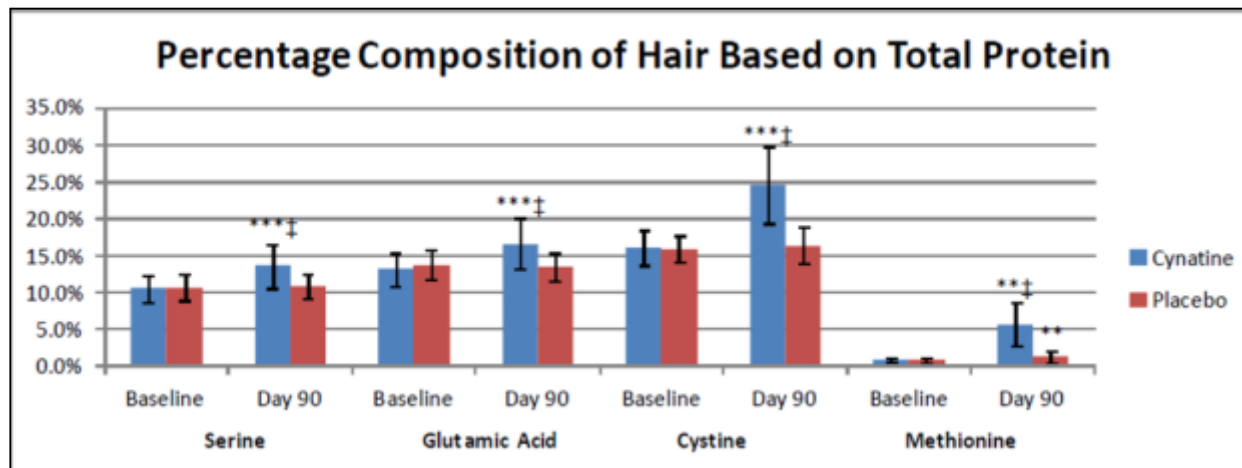


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Clinical study

Amino acid analysis of hair

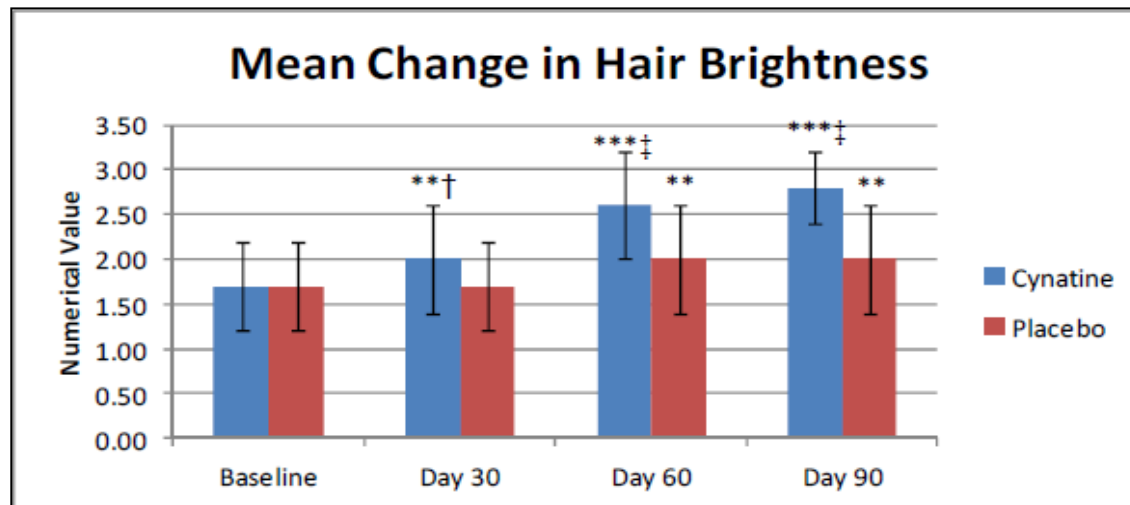
- Cynatine increases the amino content of Serin, Glutamic Acid, Cystin, Methionine after 90 days.
- The ability of the hair to absorb the amino acids from Cynatine shows its bioavailability.



Robert H. Veghte: Technical Summary of Cynatine HNS Clinical Trial, Farcoderm (University Of Pavia, Italy), maj 2012

Clinical study

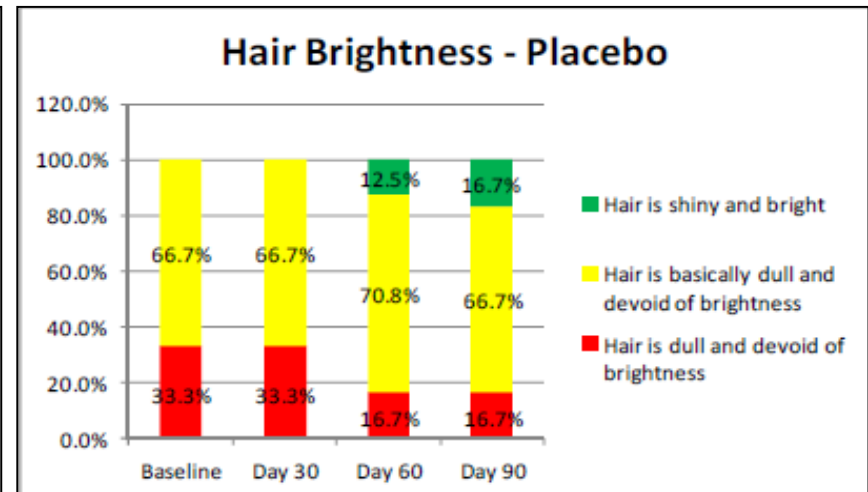
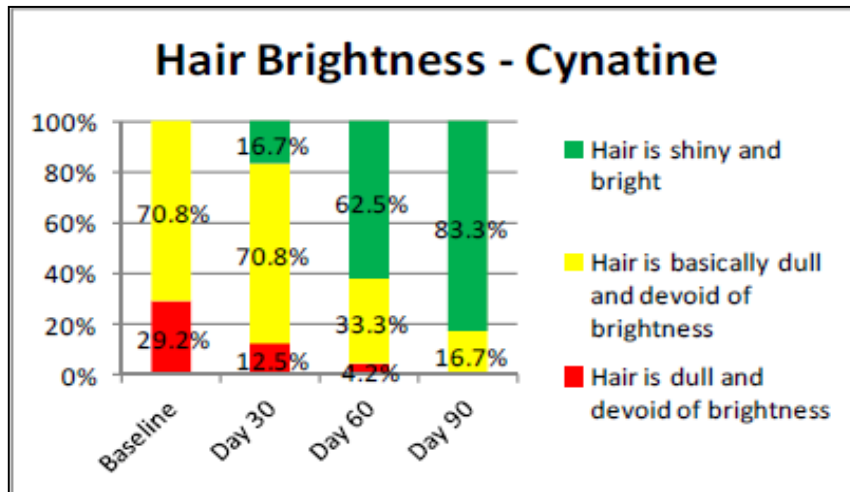
- **Cynatin increases the shine and brightness of hair after 30 days.**
 - Over 95% of subjects on Cynatine had at least a 1 unit increase in the look of their hair, where as less than 35% had the same effect on placebo.
 - Of the subjects which started with a hair score of 1 (allowing for 2 units of improvement) over 50% improved by 2 units on Cynatine, while 0 subjects improved by 2 units on placebo.



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Clinical study

- Cynatin increases the shine and brightness of hair after 30 days.



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Clinical study

Evaluation Cynatine[®] HNS on nails

- Cynatin decreases the nails to break after 30 days.
- Cynatine reduces nails tendency to break.
- Cynatine decreases nails tendency to break by more than 2x placebo.

Nails are evaluated by a dermatologist

Nails various parameters: hard/ soft, resistant/ fragile, broken/ not broken, smooth/ rough, yellowish/ white

- Cynatine improves the health of nails.
- Cynatine showed results that were statistically significant to both baseline and placebo at 30, 60 and 90 days, depending on the measure, with all significant after 60 days.

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Clinical study

Evaluation Cynatine® HNS on skin

- Cynatine supports healthy skin
- Cynatine improves the moisture of skin
- Cynatine helps to maintain skin moisture

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Zinc

- **Zinc** is an essential mineral.
- **Zinc** is involved in numerous aspects of cellular metabolism.
 - It is required for the catalytic activity of approximately 100 enzymes.
 - It plays a role in immune function, protein synthesis, wound healing, DNA synthesis, and cell division.
 - Zinc also supports normal growth and development during pregnancy, childhood, and adolescence.
- **A daily intake of zinc is required** to maintain a steady state because the body has no specialized zinc storage system.



Zinc

- Zinc deficiency is characterized by
 - hair loss,
 - loss of appetite,
 - impaired immune function
 - and eye and skin lesions.
- In more severe cases, zinc deficiency causes
 - weight loss,
 - delayed healing of wounds,
 - taste abnormalities,
 - and mental lethargy can also occur.



NutriShine

■ The product is:



✓ Gluten free



✓ Lactose free



✓ Has cellulose capsules



✓ GMO free



NutriShine

- **Important notices:**
 - The recommended daily intake should not be exceeded.
 - Dietary supplement should not be used as a substitute for a varied and balanced diet and a healthy lifestyle.
 - A diverse and balanced diet and a healthy lifestyle are important.



NutriShine

- **Storage:**
 - Keep out of reach of children!
 - Store in a dark and dry place, at a temperature below +25°C.



Thank you!