

BIONATURE

mineral treatment

60 Days Treatment
“Awaken your beauty”



0% DEA/TEA FREE - 0% EDTA/PPG FREE - 0% PARABEN FREE - 0% THIAZOLINONE
FREE - 0% ARTIFICIAL COLOUR FREE - 0% SILICON FREE - 0% BENZOFENONE-4 FREE

EMMEBI
ITALIA
inspired by nature

WHAT IT IS

BioNature 60-Days Treatment effectively combats hair loss by giving volume, vigor and vitality to miniaturized hair that is thin and prone to falling out in just 60 DAYS.

Formulated with 3HC STIMULATION COMPLEX BioNature 60-Days Treatment makes use of an innovative technology: MOLECULAR BIOLIQUEFACTION®.

The Molecular Bioliquefaction® Technology

It is a patented process, developed at the “Toso Montanari” Department of Industrial Chemistry of the University of Bologna.

This technology is based on the use of enzymes and makes it possible to recover 100% of the Plant Phytocomplexes in an Active and Bioavailable form, thus it is highly effective.

This system overcomes the limitations of conventional extraction technologies; through a combination of multiple enzymatic treatments it is possible to extract all the different molecules that make up the plant's Phytocomplex.

In the trichological field, the Bioliquefaction system produces molecules that act quickly and effectively on the follicle with visible results after only 3 weeks (step 1) with lasting effects over time. The process encourages the plant stem cells to over-produce the part of the Phytocomplex, which is the most important for cosmetic and trichological applications.

3HC Hair Stimulation Complex

The 3HC Hair Stimulation Complex is a mixture of active ingredients of plant derivation able to increase the cell turnover of the dermal Papilla of the follicle. The dermal Papilla is the reserve of stem cells that regulates the development of the bulb, the true engine of hair growth.

3HC Hair Stimulation Complex contains:



- Bioliquefied stem cells of green grapes from the Emilia-Romagna region, which can positively influence microcirculation



- Bioliquefied green walnuts from the Veneto region; they act as a direct anti-oxidant with a very high degree of efficacy



- Bioliquefied arugula picked in Italy, capable of stimulating the production of glutathione, an endogenous antioxidant of cells



SANDALWOOD AND HAIR LOSS

In the hair follicles there are olfactory receptors that allow the perception of odors; they stimulate cell division and cell migration favoring their repair.

These olfactory receptors (OR2AT4) are able to recognize a particular essence, the Sandalwood. The Sandalwood Essence activates the olfactory receptors, preventing the death of the hair follicle in the Telogenic Phase.

The olfactory receptors promotes the maintenance of the hair in the Anagen Phase (growth phase), having an anti-baldness effects.

WITH +

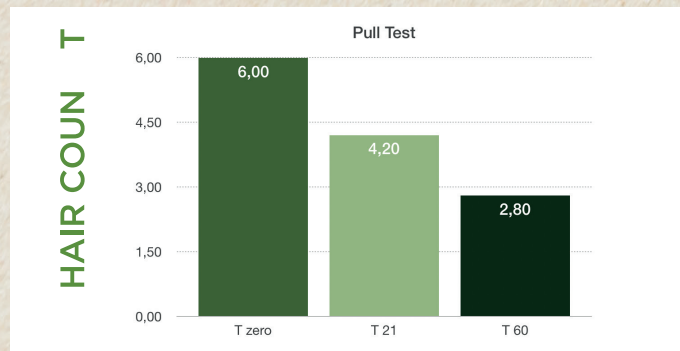
The two products are formulated with the same active ingredients, among others Serenoa Repens, Bohemeria Nipononi-vea, Aloe Vera and different types of fine Essential Oils

WITHOUT 0%

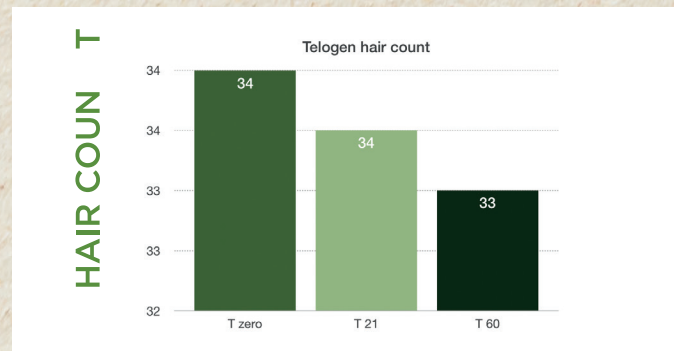
- DEA/TEA FREE
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- ARTIFICIAL COLOUR FREE
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- BENZOFENONE-4 FREE

RESULTS

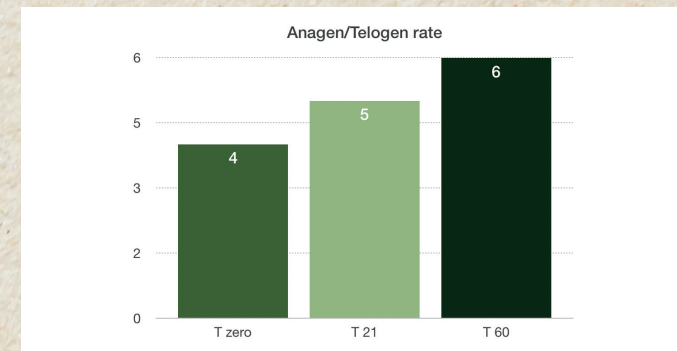
- It reduces hair loss in just 3 weeks -21.3% in 21 days -38% in 60 days
- It stimulates the hair follicle dermal papilla (+ 70% in vitro test)
- It reduces hair loss (Telogen phase) in just 3 weeks -9.7% in 21 days / -13.1% in 60 days
- It prolongs the life span of the hair (Anagen/Telogen rate) + 32.4% in 60 days
- It increases the quantity of hair during the growth phase (+ 10.4% in vivo test)



Hair loss reduction:
-21,3% in 21 days
-38% in 60 days



Hair in Telogen phase:
-9,7% in 21 days
-13,1 in 60 days



Anagen/Telegon Rate
+32,4 in 60 days
Hair in Anagen phase:
+10,7 in 120 days

In vitro tests have shown that the ingredients of the **3HC Hair Stimulation Complex** are capable of working at different levels on the cellular metabolism of the hair follicle dermal papilla, inducing a long-term synergistic effect of growth stimulation.

Specific clinical tests have shown the reduction of hair loss and the lengthening of the life span of the hair after only 3 weeks of application (step 1).



We choose to respect the environment at every turn. Our lotions are packaged in pure glass and the Growth Factor Bath in 100% recyclable PET which protect the integrity of our precious organic ingredients and essential oils.



BioNature 60-Days Lotion involves the positioning of the dispenser by means of pneumatic crimping; this operation makes the product non contaminable, thus guaranteeing a better stability of the active ingredients.

Distribution via spray favors a targeted application, allowing it to act on the areas that most need treatment. Finally, the inviolability of the product guarantees the same performance from the first to the last application.

- People who suffer from Alopecia
- People who lose hair
- Men or women facing periods of hormonal changes and stress periods affecting hair
- People who have thin and dull hair
- People who suffer from seborrhea or hyperhidrosis and notice thinning of hair
- People who lose lots of hair during the changing of the season
- Obviously, for those suffering



GROWTH FACTOR BATH

Energizing Shampoo, with Bioliquefied Substance

It gently cleanses leaving the skin soft and toned. An excellent adjuvant of treatments aimed at combating hair loss, it tones and stimulates the micro-circulation of the scalp improving skin elasticity. The ph 6.0 makes it suitable for daily use as well.

Apply to damp hair and massage. Allow to act for 3-5 minutes and rinse. Repeat if necessary.



FASE 1 > from day 1 to day 20

Activity: oxygenation and out an important reactivating action of the microcirculation of the blood, which makes it possible to bring new hydration of the scalp, improvement of blood circulation and stimulation of follicle metabolism.

It carries nourishment to the hair bulb eliminating waste and waste substances. It immediately reduces the loss of “sensitized” hair, giving a pleasant feeling of freshness to the scalp.



FASE 2> from day 21 to day 40

Activity: strong detoxifying action, awakening of the follicle and also visual improvement of the scalp, protected and stimulated by the presence of Orange Flower Water.

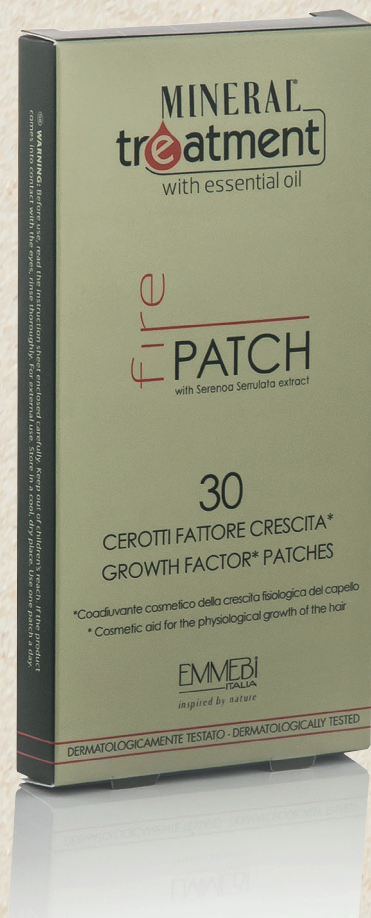
It purifies the scalp, reduces the bacterial load and hinders the presence, formation and reappearance of free radicals that damage the hair by negatively affecting its metabolism and preventing its growth; it strengthens the vitality of the hair bulb.



FASE 3 > from day 41 to day 60

Activity: it refreshes and tones the skin, completes the Antioxidant and Anti-aging effect, helps contrast free radicals by promoting the vitality of the follicle.

It increases the thickness of the hair. The final cycle hinders the activity of the 5-alpha-reductase enzyme, the main molecular cause of hair miniaturization and consequently of hair loss; it stimulates cell growth and provides a high degree of nourishment to the bulb.



GROWTH FACTOR PATCH

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It increases the thickness of the hair. The final cycle hinders the activity of the 5-alpha-reductase enzyme, the main molecular cause of hair miniaturization and consequently of hair loss; it stimulates cell growth and provides a high degree of nourishment to the bulb.

HOW TO USE

Use the Energizing Shampoo as a daily shampoo, every time needed.

Apply it to damp hair and gently massage. Leave it on for 3-5 minutes and rinse.

During the evening (before going to sleep ideally combined with Growth Factor Patch) apply BioNature 60 Days Lotion 1 from day 1 to day 21 (after day 21 start applying BioNature Phase 2 for 20 days and after that BioNature Phase 3 for other 20 days) preferably every night before going to bed.

BioNature 60 Days Lotion can be used with both wet and dry hair.

HOW TO USE

Spray 6/7 sprays on the skin from a distance of 1/2 cm starting from the area where the hair is more sparse; gently massage the product with your fingertips circular movements to promote activation of blood circulation.

Before going to sleep, apply Growth Factor Patch, Guide to Use

- 1) Apply every evening together with BioNature 60-Day Lotion, preferably at the same time. Before application, clean and dry the affected area well between the neck and the ear.
- 2) Remove a patch from the support and apply it carefully by applying a light pressure on it so as to ensure perfect adhesion. Allow to act for no fewer than 6 hours, maximum 12 hours; the following day apply the patch on the opposite side. The treatment calls for 60 days of daily application.

BIONATURE

mineral treatment

MERCHANDISING



1. Formulated with 3HC STIMULATION COMPLEX, BioNature 60-Days Treatment makes use of an innovative technology: MOLECULAR BIOLIQUEFACTION®.
2. The position of the dispenser of the lotion by means of pneumatic crimping makes the product non contaminable, thus guaranteeing a better stability of the active ingredients.
3. The Sandalwood Essence contained in the products activates the olfactory receptors, preventing the death of the hair follicle in the Telogenic Phase.
4. It is a 3 Phases Hair Loss Treatment, extremely easy to use for the end consumer.
5. The Growth Factor Patch is hypoallergenic and it makes use of an innovative transdermal technology that releases the active ingredients to the deepest layers of the scalp prolonging the life of the hair.