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COMPARATIVE STUDY ANTI HAIR LOSS LOTION

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SUMMARY

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1. AIM: A comparative evaluation of the effectiveness, convenience and acceptance of an anonymous anti hair loss lotion in comparison with similar cosmetic treatments currently available on the market.

2. MATERIAL AND METHODS: A prospective, random, double blind study with a panel of 20 subjects of both sexes and different ages and alopecia etiology, divided into two groups: A (18 subjects), to whom the hair lotion was applied and B (2 subjects), who received a placebo solution. The duration of the study was 2 months. The effectiveness of the product was assessed via the statistical analysis of the survey data (appendix 1) and regular trichological analysis by studying the follicular area under a microscope. The compared effectiveness was assessed only by statistical analysis of the survey data.

3. RESULTS:

3.1. SURVEY (placebo not incl.)

- **95%** reported having obtained positive results (satisfactory or highly satisfactory).
- **100%** reported having experienced a significant reduction in hair loss and/or substantial strengthening of their hair. Average time span: **1.3** weeks
- **78%** reported having increased thickness of hair density in thinning areas. Average time span: **2.2** weeks.
- **100%** reported not having suffered any kind of inconvenience, allergic reaction or side effects.
- **95%** expressed satisfaction with the organoleptic characteristics (texture, colour, smell and/or presentation of the product (format, dispenser).
- **The average comparative assessment (from 1 to 10) was 8.75**

3.2. MICROSCOPIC TRICOLOGICAL ANALYSIS (placebo not incl.)

- **Strengthening:** Positive results in 100% of cases (**83%** within 1-2 weeks)
- **Regeneration of bulbs:** Positive results in 90% of cases (**44%** within 1-2 weeks)

4. CONCLUSIONS

(Rating 1 to 5: Very Negative, Negative, Neutral, Positive, Very Positive)

- Profile of effectiveness: **VERY POSITIVE**
- Profile of compared effectiveness: **POSITIVE**
- Profile of acceptance: **VERY POSITIVE**

RESULT:

FAVOURABLE (*)

(*): Distribution and sale of the product, based on technical criteria, has the favourable support of Lab. Celinde