

Shampoo

Hair Therapy Shampoo
Reconstruction and Thickening.

Introduced by **HUSSSH**[®]

TECHNICAL INFORMATION PACK Version 005

Hair loss background edition

WE ARE **HUSSSH**, AND WE CAN KEEP A SECRET...

Hushhealth.co.uk

At **HUSSSH we design Cosmeceuticals created to treat cosmetic and health related issues that nobody usually wants to talk about. Our products target health-related problems nobody wants to talk about or admit to, typically labelled as 'taboo'.**

We were born out of IPG Pharma Ltd who specialise in solutions for pharma companies. IPG is still our parent, and they underpin our quality and compliance. We became a separate operation in 2020 to focus on solutions and preparing them for market.

Our products are designed to provide solutions to tackle the issues associated with the cosmetic and health related issues and in doing so begin to address a better state of well being and self-esteem. Our products work, they do what it says on the box. They are made to pharma quality standards in facilities that have been inspected. We declare all the ingredients on the packaging are in fonts that can be read. We believe that products should be suitable for use by both sexes. We have no plans to have products that are sex specific. That is unless feedback is sufficient regarding a particular product.

Our products tackle skin and hair related issues such as thinning hair, acne, alopecia, psoriasis, visibly unwanted facial and body hair, and dry irritated skin to mention a few...

These are all issues our customers want long lasting solutions for with as much discretion as possible, we aim to create solutions using products that actually work. As more products are available for sale we can keep you updated, register your interest to know at **Hushhealth.co.uk/Trade**

We are seeking sales avenues, distributors and franchisees in the UK and worldwide. Get in touch if you are interested. No enquiry is too small or too big. We want to spread the word.

All our products will comply with the Cosmetic Regulations in the UK CP and in Europe under the EU 1223/2009 and Cosmetic Enforcement Regulations 2013 and the registration numbers will be shown on each pack. Where we have pharma products, they will comply with the MHRA regulations and EU Directives with authorisation numbers on the packs

HUSSSH HAIR THERAPY SHAMPOO OVERVIEW

This product has been selling in the UK under a white label arrangement since 2015 with over 200,000 bottles annually, so there is track record. During this time no complaints or side effects were noted. The white label ended when HUSSSH was set up. The Cosmetic Registration number is UK CP 02630096. The EU equivalent is in process.

There are many different types of hair loss, alopecia, such as androgenetic alopecia (AGA), alopecia areata, telogen effluvium, hair loss due to systemic medical problems such as thyroid disease and adverse drug effects, as well as hair loss due to scalp or hair trauma, discoid lupus erythematosus, chemo therapy, lichen planus and structural shaft abnormalities, to name a few ([Hogan & Chamberlain 2000](#)) Studies suggest that stress can bring on hair loss.

Scalp hair plays an important function in humans. In addition to providing cranial cushioning and shielding the scalp from direct sun rays, hair has sociological meanings in terms of gender, age, values and status ([Cash 2001](#)). Scalp hair is also a vital aspect of an individual's physical appearance and helps to project a positive image ([Cash 2001](#)). Hair loss and balding, on the other hand, are associated with negative attributes ([Rushton et al. 2002](#)). Hair loss or alopecia is a common problem suffered by both sexes and has been reported to cause significant psychological effects, such as diminished self-esteem, emotional distress, embarrassment and social inadequacy, with these detrimental effects being more significant in women ([Cash et al. 1993](#)). [Van der Donk et al. \(1994\)](#) observed that alopecia could severely affect the quality of life of the majority of the sufferers, whereby 88% of sufferers experienced negative effects in their daily life and 75% and 50% encountered negative self-esteem and social problems, respectively. See the full published article in the Argan Oil fact sheet later in this document.



HUSSSH HAIR THERAPY SHAMPOO OVERVIEW

Hair is lost when the hair follicles shrink and can no longer absorb nutrients. Each hair falls out as a result. Hairs can fall out from different areas of the scalp but most noticeable when seen in the mirror, by friends/family and the hairdresser. The HUSSSH Hair Therapy Shampoo is a product that works to reconstruct and thicken the hair but when the patient has been bald or receded hair line for several years new hair growth is not possible as the follicles are not there to support hair. It is therefore felt that when the first signs of hair thinning or receding are noticed then this is the time to commence the therapy.

It is thought that male pattern hair loss is a common condition in which men experience thinning of the hair on the scalp, often resulting in a receding hairline and/or balding on the top of the head. This condition is thought to be caused by a combination of genetic factors and a particular hormone, DHT (dihydrotestosterone). DHT causes a decrease in the growth phase and thinning of the hair. This leads to hair loss. These changes can start to occur in some men in their 20s and become more common with age. Once hair loss has occurred over a long period of time, the hair may be permanently lost. Because many men feel anxiety and depression over hair loss it is understandable they seek solutions.

On average hair grows at the rate of half an inch or one centimetre a month but this does vary per person. Hair grows from hair follicles which are located under your skin and they are fed with blood supply and taken in through the skin.



You have to wear your hair everyday whatever the weather washed or not. You want to look your best.

HUSSSH HAIR THERAPY SHAMPOO OVERVIEW

Hair loss and hair thinning in women is completely different to men apart from the angle of genetics. Both can lose hair due to being passed the gene from someone in the past in your family groups, hereditary hair loss. With women the usual causes include after pregnancy and at/after menopause, stress levels and poor diet. For menopause the reduction in oestrogen production brings on all sorts of symptoms including hot flashes and hair loss. It is estimated that from as soon as 40 these symptoms could start, for some much older. It is expected that the hairdresser may be the first to notice hair loss/thinning. It is estimated that post menopause some 40% of women experience hair thinning.

In women hair is prone to falling out when there is a drop in oestrogen and progesterone, something which is characteristic of menopausal stages. These hormones help the hair growth process run smoothly, keeping follicles firmly rooted to the head. When a drop in these hormones occurs (as it does during menopause) a consequential effect is that hair becomes thinner and grows more slowly. A drop in oestrogen and progesterone also causes androgens (a group of male hormones) to increase in production which, in turn, shrinks hair follicles and may result in hair loss.

A single scalp hair grows continuously for 2-4 years (growth phase) and then stops growing for 2-4 months (rest phase). After this the hair falls out. In its place a new healthy hair begins to grow, and the cycle is repeated. The hairs on your scalp are always in different stages of this cycle so it is normal to lose scalp hair every day.

Where people have hair loss issues, such as alopecia, or receding hair, or thinning hair or trouble with regrowth after chemotherapy the HUSSSH Therapy Shampoo has been seen to work. It has a refreshing citrus fragrance. The lather is less than many mainstream shampoos, we feel big lather in a medicated product is a little over the top.



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There are treatments for male hair loss, many are on social media. The main thrust is the use of two pharmaceutical products Finasteride and Minoxidil. Our fact sheets at the end of this document share the risks using these. There are also other unlicensed products being used. Riskier than the previous two. There are many other products that are making claims.

As HUSSSH Therapy Shampoo does not contain the pharmaceutical ingredients Finasteride or Minoxidil 5% it can be used by men and women. More facts on these two materials come in our fact sheets. There are many products on the market with a mix of these two chemicals, there are also expensive salon treatments and other products on social media. In our opinion and based on the data in this technical pack neither pharmaceutical active ingredients are needed. At HUSSSH we believe that the patient has a right to know what's in our product and how each natural ingredient works; the following pages describe this in detail.

The chosen HUSSSH ingredients that act on the scalp to nourish and regenerate hair growth are natural. There are other ingredients common to other shampoos to make the product a shampoo. There are no harmful or risky chemicals. There are certainly no "forever" chemicals. It has not been tested on animals. The HUSSSH unique blend of natural ingredients work together on the scalp to encourage hair regrowth. There is no need for Biotin (vitamin B) tablets to help the process instead a balanced diet, see the Biotin fact sheet later in the document.

We have seen that for best results once the hair starts to thicken that the shampoo is used daily, but we cannot suggest this is mandatory. The HUSSSH product can be used in place of your favourite shampoo or as well as afterwards rather like a conditioner. HUSSSH have plans for their own complementary conditioner.

With the chemical drugs such as Finasteride it takes between 3 and 6 months to see the effects. With HUSSSH product the effectiveness has been seen in as little as 1 month but typically 6 to 12 weeks when used daily is more typical. Results will vary from person to person.



Saw Palmetto berries

HUSSSH HAIR THERAPY SHAMPOO OVERVIEW

As part of the cosmetics registration compliance HUSSSH have undertaken a product safety and risk assessment which covers all the ingredients in the product. For the scientific reader this report is available on request.

It is to be noted that results will vary from person to person, not everyone's scalp is the same. If it is suspected that a user has underlying medical conditions, then they should seek expert medical help and guidance. One interesting question which is working on – is taking a tablet to treat hair loss appropriate. All substances we ingest end up in the blood stream, the heart pumps the blood around the body and nutrients get provided to each part.

The hair roots with their tiny blood supply are not expected to receive much. Providing the nutrients direct to source via the scalp is surely more effective along with a balanced diet.



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