

Shampoo

Hair Therapy Shampoo
Reconstruction and Thickening.

Introduced by **HUSSSH**[®]

TECHNICAL INFORMATION PACK Version 005
Ingredients Edition

INGREDIENTS LIST

Our Hair Therapy Shampoo is a registered cosmetic manufactured under GMP cosmetics ISO 22716:2007. It works on the hair follicles to encourage hair growth.

Ingredient

- Aqua
- Sodium lauroyl sarcosinate
- Lauryl glucoside
- Cocamidopropyl Betaine
- Serenoa serrulate fruit extract
- Citrus reticulata fruit extract
- PEG 120 methyl glucose dioleate
- Cedrus deodara wood oil
- Glycerine
- Oil Rosmarinus officinalis leaf oil
- Salvia officinalis oil
- Sodium chloride (salt)
- Argania spinosa kernel oil
- Hibiscus syriacus bark extract
- Phyllanthus embilica extract
- Ferrous gluconate (iron)
- Niacinamide
- Guar hydroxypropyltrimonium chloride
- DMDM hydantoin
- Parfum
- Magnesium nitrate
- Polyquaternium 10
- Ubiquinol (Co Q10)
- Citric acid
- Disodium EDTA

Function

- Diluent
- Lather and cleansing agent
- Foaming and cleansing agent
- Hydrates and thickens
- Hair rejuvenation agent
- Fragrance and skin conditioning agent
- Emulsifiers and thickens
- Fragrance and medicinal
- Moisturizer
- Fragrance and antioxidant
- Fragrance and antioxidant
- Acidity balancer
- Helps with hair roots
- Fragrance and antioxidant
- Skin rejuvenator
- Vitamin supplement
- Vitamin B3 supplement
- Conditions and thickens
- Preservative
- Light touch fragrance
- Stops bacterial growth
- Thickener
- Regrowth hair agent
- Acidity agent
- Stabiliser



Ingredients shown in descending order of amount in the product.

WHAT DO THE INGREDIENTS DO?

These are the ten essential ingredients for effective Reconstruction and Thickening Hair Therapy. Each ingredient has its own fact sheet in this document.

The formulation being used by HUSSSH does not rely on any one core ingredient to deliver results from its Hair Therapy Shampoo. Attention is drawn to the fact sheets which sheets also cover the myth that only pharmaceutical approved and unlicensed chemical drugs have a positive action on hair loss.



Ingredient breakdown

- Serenoa serrulate fruit extract – this is the full name of the fruit and is commonly called Saw Palmetto. This fruit extract helps the hair rejuvenate. The extract of the fruit helps to keep the follicles open so they can absorb nutrients. It is one of the main ingredients.
- Citrus reticulata fruit extract – this species of citrus fruit includes tangerines, mandarins and satsuma. Mainly composed of monoterpenes (limonene) essential oil has powerful properties: circulatory, calming, relaxing and slightly antiseptic. The limonene and triterpenes are known to promote healthy scalp circulation. In addition, its natural antioxidant activity helps protect against damage caused by free radicals and UV radiation. It also gives a freshness to the aroma whilst restoring dull and lifeless hair bringing back to life.
- Cedrus deodara wood oil – this cedar tree-based oil helps to cleanse, rebalance the natural oils in your scalp as well as help maintain healthy hair. On the scalp this oil has been shown to have the effect of triggering the natural oil producing glands in the scalp to express their protective oils. It is not advisable to place oils directly on to your scalp, they may cause irritation. An article in the Rosemary Oil fact sheet shows that Cedar oil works to promote hair re-growth.
- Oil Rosmarinus officinalis leaf oil – also known as rosemary essential oil which is a well-known and established. In a 2022 study showed evidence that this oil can help with hair growth. The study also found that the effects of rosemary oil were comparable with the pharmaceutical drug substance Minoxidil and seen in only 6 weeks. For further information on Minoxidil see fact sheet later in this document.
- Argania spinosa kernel oil – this is also more commonly known as Argan Oil. This is often called “liquid gold” due to its healing properties especially in skin preparations and hair rejuvenation. It is a powerful antioxidant and contains good levels of vitamin E. The oil is widely used in cosmetic products for its vitamin E properties and for moisturising. This moisturising effect applies to the scalp and can improve hair quality. The fatty acids it contains (oleic and linoleic) lubricate the hair shaft preparing it for growth. By keeping the scalp moisturized it can ward off dry skin issues.



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- Hibiscus syriacus bark extract – the hibiscus plant family has long been used for its therapeutic properties, flowers, fruit, roots and bark all being used. Middle and Far East countries have been using the products for 100's of years. Its use in cosmetics is relatively recent where its skin conditioning properties are the essential reason. The hydration effect helps with the scalp and helps around the hair follicles. The extract also works to soften the skin and make it smoother. (this being the defined functions set out by The International Nomenclature of Cosmetic Ingredients (INCI))
- Phyllanthus embilica extract – often called the Indian Gooseberry in generic terms. The number of varieties known is over 500. The plant family are all over equatorial regions. Its pharmacological properties are covered in many published papers including PubMed 10637531. It is rich in vitamin C, tannins, and other polyphenols, making it a potent antioxidant and anti-inflammatory agent. It is in HUSSSH Therapy Shampoo for its good antioxidant qualities.
- Ferrous gluconate (iron) – an iron deficiency can result in hair loss and taking iron tablets has the effect restoring the growth cycle to normal. Iron deficiency affects the production of haemoglobin which allows red blood cells to carry oxygen. A lack of iron leads to reduced haemoglobin which in turn leads cells not growing or repairing at their normal rate, including those around the hair, resulting in hair loss. By having small amounts in the HUSSSH Therapy Shampoo the roots are being fed with this mineral. A balanced diet rich in green vegetables will maintain healthy hair.
- Ubiquinol Coenzyme Q10 – this form of this wholly natural substance found in the cells of our body. It is especially valuable in heart cells which is why it has the nickname “spark of life” As we age the levels of Q10 in our bodies fall. A Q10 deficiency. Q10 is an antioxidant and food rich sources include nuts, eggs, oily fish, poultry. Q10 as a supplement is usually made by fermentation. HUSSSH adds some Q10 as a supplement to aid for the hair follicles direct nutrition as well as another antioxidant
- Salvia officinalis oil – also known as Sage Essential Oil is high in antioxidants and helps promote skin health, the scalp of course is skin so in turn is beneficial to healthy hair. Sage oil is a steam distillation from the herb sage. Salvia Scalera is not the same sage we use. Officinalis is the common sage that our oil comes from. For more on antioxidants see our fact sheet.



The essential message coming from these essential oils and plant/fruit extracts is that they all work on the scalp and help rejuvenate hair growth. When combined be think it is fair to say that HUSSSH Therapy Shampoo does reconstruct and thicken. In other words, is does what it claims on the box.

These are the ingredients to keep the product stable and those that make the product a shampoo. These materials in effect carry the active oils shown above in a delivery method that is easy to use.



Our beneficial ingredients from nature's pantry

Our Montage



Oil Rosmarinus officinalis leaf oil



Citrus reticulata fruit extract



Cedrus deodara wood oil



Serenoa serrulate fruit extract (Saw Palmetto)



Argania spinosa kernel oil



Phyllanthus embilica extract



Ferrous gluconate (iron)



Hibiscus syriacus bark extract



Salvia officinalis oil



Ubiquinol Coenzyme Q10

WHAT DO THE INGREDIENTS DO?

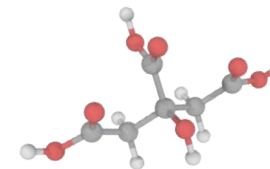
The next ingredients are those that make a shampoo a shampoo and are common in most if not all shampoo preparations. Here is what each of them contributes.

Ingredient breakdown

- Aqua – water. Many of the natural oils, supplements and fruit extracts are soluble in water. This forms the basis of the “the hair rejuvenating mixture”. On its own getting a few milliliters evenly across the scalp would not work.
- Sodium lauroyl sarcosinate - It is a mild and biodegradable surfactant derived from fatty acids and sarcosine, an amino acid. It cleanses the hair by removing excess oil, dirt, dead skin, bacteria without stripping the natural moisture or colour. It creates a rich and stable lather and as it mixes well with water helps distribute the essential oils in the HUSSSH Therapy Shampoo. This ingredient is therefore the material that washes the hair. It is used in shampoos, toothpaste, shaving foams. Sodium lauroyl sarcosinate is biodegradable, made from natural things such as coconut oil and palm oil. It can also be made from other fatty acids. Not to be confused with sodium lauryl sulphate which is harsh to the skin especially with people with flaky scalp or other scalp conditions. For more information go to www.sarchemlabs.com
- Lauryl glucoside – this is another surfactant that works alongside sodium lauroyl sarcosinate adding more foam and cleansing properties. It is created from fruit sugars and is biodegradable.
- Cocamidopropyl Betaine – is the third surfactant used, this time for its properties outstanding foaming characteristics where it helps spread the shampoo across the scalp. It also has a thickening effect in the shampoo as well as creating a conditioning feel. Its added quality of being an antistatic it helps reduce the frizz effect. It is made from coconut oil.
- PEG 120 methyl glucose dioleate – polyethylene glycol 120 methyl glucose dioleate is the polyethylene glycol ether of the diester of natural Methyl glucose and Oleic Acid. It is used in cosmetics as a surfactant, thickener, and emulsifier. It can reduce the irritation value of the entire formulation. Its high molecular weight makes it impenetrable to healthy skin. A surfactant helps reduce the surface tensions between liquids so that they have dissolve. Surfactants are made using petroleum products, nuts and oils or more increasing biomass. Surfactants are one of the most widely used chemicals across many industries and a Wiki search will inform you more. They go under various names on product ingredient lists.
- Glycerine – is a sugar alcohol-based product made from animal or vegetable fats. It can also be made synthetically. Glycerine attracts water and the scalp can more easily absorb it like a moisturizer. It helps the skin remain moist and hydrated, good environment for the hair follicles. Being also an emollient, it softens the skin too.
- Sodium chloride (salt) – it is important not only as ph. balancer but also as a thickening agent instead of pure chemicals. Yes, this is the same table salt you put on your fish and chips.
- Guar hydroxypropyltrimonium chloride – is used as a conditioner and anti-static agent. This is the material that gives the product that smooth feel between the fingers. Also used as a thickener and stabiliser. It is made from guar beans, natural ingredient, a vegetable in fact widespread across the world.



- DMDM hydantoin – this is a preservative with a big name (ethylenediaminetetraacetic acid disodium salt) The Food and Drug Administration (FDA) recognizes DMDM hydantoin and other formaldehyde-releasing chemicals as potential allergens for some people. There is no evidence supporting that DMDM hydantoin in cosmetics is unsafe. HUSSSH undertook as part of its safety assessment the levels being used 0.05% of the total formulation as of no risk. With use in shampoo the washing of the hair after application to remove the shampoo means no residual DMDM is left on the scalp. Hydantoin is used extensively in cosmetics and helps to prevent the growth of harmful bacteria and mold in the product. It is worthy of note to any that are concerned that formaldehyde is naturally occurring and the amount that may be released into the hair is about the same as in a medium sized apple or pear. With so many natural ingredients in the HUSSSH shampoo the risk of natural contamination in a enclosed space (the bottle) means we have to ensure safety.
- Parfum – this is the French word for perfume. There is a blend of aromatic composition which when combined with the citrus blend of oils we use gives the HUSSSH Therapy Shampoo a pleasing fragrance.
- Magnesium nitrate – magnesium is a highly soluble inorganic material which occurs naturally in rock formations, it is a salt. Adding nitric acid creates magnesium nitrate. It is hygroscopic (loves to absorb water). Helps as a conditioning agent. It is used widely across many industries.
- Polyquaternium 10 – it has a nice long name “polymeric quaternary ammonium salt of hydroxyethyl cellulose”. It is a gelling and thickening agent derived from cellulose, the essential building block in the plant world. It is used extensively in the cosmetic industry as a key ingredient due to its conditioning ability where it forms a thin film over the hair making it feel softer.
- Citric Acid - it is generally considered that products added to the skin should not be too alkaline or too acidic. In the world chemistry pH is the scale used to measure the acid and alkali make up. A proper pH balance is essential for the body to function properly. If your pH is out of balance you may struggle to maintain functions or fight off illness. The term pH stands for “potential hydrogen”. The body maintains an average of pH 7.4 which is ideal for efficient operations. The stomach for example operates at 1.5 – 2 it needs the acidic environment to break down and digest food. When we get acid indigestion, we take an alkali to come it down, like sodium bicarbonate. A small amount of citric acid helps make sure the shampoo has the right pH balance.
- Disodium EDTA – it is used right across the cosmetics industry as a binding agent to help with product stability as well as prevent it from going off before the package is opened. Disodium EDTA, also known through its equally tongue-twisting alias, Disodium dihydrogen ethylenediaminetetraacetate, is a chelating agent. This white, crystalline powder is a chelating agent, which in layman’s terms, means it latches onto molecules, often metal ions, to neutralize them. It’s like an interventionist, stepping in to stop these metallic mischief-makers from interfering with the overall product integrity. Additionally, its viscosity-controlling trait ensures your creams, serums, and lotions have just the right texture, giving them the perfect consistency without being overly runny or excessively thick. It’s a wonder ingredient used in small amounts, packing a big punch.



In terms of safety

The shampoo safety report that supports the Cosmetic Registration advises that there are no known negative interactions between the core ingredients, and all are considered safe being well under the limits laid out in the EU regulations. HUSSSH Shampoo is deemed safe for use according to the criteria set forth in Article 3 of the Cosmetics Regulation (EC) No 1223/2009. Under normal and reasonably foreseeable conditions of use, no significant risks have been identified. Each ingredient has been evaluated for its toxicological profile, including potential for irritation, sensitisation, systemic toxicity, mutagenicity, and carcinogenicity. The exposure levels of each ingredient are well within safe limits, ensuring that the product is safe for consumer use.

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