HUSSSH[®] Hair Loss Shampoo

Expanded Clinical Evaluation and Scientific Summary Report

Conducted: 2022-2023 Report Issued: December 2024

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Overview

A comprehensive evaluation was conducted under professional trichological supervision to validate the effectiveness of HUSSSH[®] Hair Loss Shampoo in restoring hair growth and preventing further hair loss. Trials were conducted in controlled salon settings combined with supervised home usage, utilizing standardized questionnaires and photographic evidence.

Scientific Foundation

HUSSSH[®] Shampoo comprises ten rigorously selected natural plant oils and botanical extracts. Each ingredient is supported by extensive bibliographic research validating their individual and synergistic efficacy in stimulating hair recovery and minimizing hair loss. The formulation is registered as safe for cosmetic use, with clinical data demonstrating no side effects associated with pharmaceutical alternatives such as Finasteride or Minoxidil.

Serenoa serrulata (Saw Palmetto) fruit extract helps to keep the follicles open so they can absorb nutrients. Clinically proven to inhibit DHT (dihydrotestosterone), reducing androgenic alopecia symptoms (Prager et al., 2002).

Rosmarinus officinalis leaf oil: Demonstrated comparable efficacy to Minoxidil in enhancing hair regrowth (Panahi et al., 2015).

Salvia officinalis oil: Proven anti-inflammatory properties beneficial for scalp health, reducing follicular inflammation (Hamidpour et al., 2014).

Argania spinosa kernel oil (Argan oil): Shown to enhance skin barrier function, moisturize scalp, and reduce irritation that can contribute to hair thinning (Villareal et al., 2013).

Hibiscus syriacus bark extract: Contains bioactive compounds promoting hair growth by activating dermal papilla cells (Adhirajan et al., 2003).

Phyllanthus emblica extract: Shown to be effective in the treatment of Female androgenetic alopecia (FAGA) one of the most common causes of non-scarring hair loss in women (Carmina et al., 2019) by increasing the anagen-to-telogen ratio(Akhbari et al., 2024).

Citrus reticulata (Tangerine) fruit extract: Mainly composed of monoterpenes (Limonin) essential oil. Limonin was shown to stimulate the growth of rat dermal papilla cells (rDPC), which are essential for hair follicle function. It did this by regulating two key cell cycle proteins—cyclin D1 (which promotes cell division) and p27 (which inhibits it)—and by increasing the number of cells undergoing DNA synthesis, as indicated by BrdU labelling measuraments.(J. Kang et al.,2022) This suggests that Limonin may help support hair growth by encouraging cell proliferation in the hair follicle environment.

The Limonin and triterpenes are also known to promote healthy scalp circulation. Limonin was shown to improve blood vessel function by restoring balance to systems involved in blood pressure control, reducing inflammation, and lowering oxidative stress. (Lampanichakul et al., 2023) and can protect against damage caused by free radicals and UV radiation.

Cedrus deodara wood oil: 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.

A recent study on *C. deodara* bark in a rat model of polycystic ovarian syndrome found that the extract helped normalize hormone levels and ovarian function. (A. Bisht et al., 2023)

Statistical Context and Epidemiology

- Female Hair Loss: Approximately 40% prevalence by age 50; significant exacerbation due to stress-related hormonal imbalances, particularly noted during menopause. Psychological stress alone substantially increases the risk, with studies indicating stress as a major precipitating factor for alopecia (Trueb, 2018).
- Male Hair Loss (Androgenetic Alopecia): Prevalence of roughly 85% among men by age 50, largely attributed to genetic sensitivity of hair follicles to DHT, which causes follicular miniaturization and eventual hair loss (Hamilton, 1951; Norwood, 1975).

Ingredients List

Our Hair Therapy Shampoo is a registered cosmetic manufactured under GMP cosmetics ISO 22716:2007. Cosmetic registration number: UK CP 02630096 EC 1223/2009 and Cosmetics Products Enforcement Regulations 2013

Ingredient	Function
— Aqua	— Diluent
— Sodium lauroyl sarcosinate	— Lather and cleansing agent
— Lauryl glucoside	— Foaming and cleansing agent
— Cocamidopropyl Betaine	- Hydrates and thickens
— Serenoa serrulate fruit extract	— Hair rejuvenation agent
— Citrus reticulata fruit extract	— Fragrance and skin conditioning agent
 PEG 120 methyl glucose dioleate 	— Emulsifiers and thickens
— Cedrus deodara wood oil	— Fragrance and medicinal
— Glycerine	— Moisturizer
— Oil Rosmarinus officinalis leaf oil	— Fragrance and antioxidant
— Salvia officinalis oil	— Fragrance and antioxidant
— Sodium chloride (salt)	— Acidity balancer

Ingredient

- Argania spinosa kernel oil
- Hibiscus syriacus bark extract
- Phyllanthus embilica extract
- Ferrous gluconate (iron)
- Niacinamide
- Guar hydroxyprop|trimonium chloride
- DMDM hydantoin
- Parfum
- Magnesium nitrate
- Polyquaternium 10
- Ubiquinol (Co Q10)
- Citric acid
- Disodium EDTA

Function

- 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

Methodology

Participants included birth males and females from diverse ethnic backgrounds and age groups. They underwent initial consultations with assured confidentiality. Baseline, midpoint, and endpoint (12-week) photographic assessments documented hair growth progression. Follow-up appointments were standardized every 4-6 weeks to align with regular hair care routines.

Mechanism of Action

Hair growth is a cyclical biological process characterized by three primary phases: anagen (active growth), catagen (transitional), and telogen (resting). The anagen phase is crucial, as active growth occurs and hair follicles exhibit rapid cell division. Conversely, during catagen, the hair follicle shrinks and detaches from the dermal papilla, leading into the telogen phase, in which hair is released and shedding occurs (Paus & Cotsarelis, 1999).

HUSSSH[®] Shampoo leverages its unique formulation of natural oils and botanical extracts to stimulate the transition from the telogen (resting) to anagen (growth) phase. Specific ingredients, such as *Serenoa serrulata* (Saw Palmetto), directly inhibit the enzyme 5-alpha-reductase, reducing DHT production—a hormone closely linked with hair follicle miniaturization and eventual hair loss. Meanwhile, *Rosmarinus officinalis* (rosemary oil) increases scalp microcirculation, ensuring improved delivery of nutrients to hair follicles, thus promoting healthier follicle activity and hair regrowth.

Additionally, *Argania spinosa* (Argan oil) and *Salvia officinalis* oil offer anti-inflammatory and antioxidant effects, minimizing scalp inflammation, reducing oxidative stress, and maintaining optimal scalp health. This creates an ideal microenvironment for follicular regeneration and sustained hair growth. *Hibiscus syriacus* further complements these actions by promoting dermal papilla cell proliferation and viability, essential processes for robust follicular regeneration.

Phyllanthus emblica is well known for its nutrients and contains various phytochemical compounds, including tannins, mosaic acid, amino acids, alkaloids, flavonoid glycosides, phenolic glycosides, and terpenoids (Jain et al., 2016; Saini et al., 2022). In vivo studies have demonstrated hair growthenhancing activities of *P. emblica* because it contains compounds that effectively increase the size of hair follicles and prolong the anagen phase (Akhbari et al., 2024)

Collectively, these mechanisms significantly enhance follicular health, improve scalp conditions, prolong the anagen growth phase, and facilitate consistent hair regrowth and density improvements.

Clinical Outcomes

Of 100 initial participants in the HUSSSH[®] sponsored trial, 36 completed the intensive six-month assessment protocol. Objective photographic and observational data conclusively demonstrated significant hair regrowth and reduction of hair thinning. Variability was observed depending on adherence to usage frequency and initial scalp conditions. Optimal and accelerated results were observed with consistent daily application over an 8-12-week period.

Additional Observations

- Reduction in psoriasis and scalp flakiness was observed as an additional beneficial outcome, likely attributable to the anti-inflammatory and moisturizing properties of ingredients like Argan oil and Salvia officinalis.
- Client satisfaction post marketing has been exceptionally high, reflected by consistent ongoing use and repurchase rates and positive independent reviews across retail and social media platforms.

Case Studies



BEFORE

Case 1 – 66 year old female

Visible Re-growth | Stronger Hair

Sally a 66-year-old Asian woman with type 11 diabetes for 16 years presented with central scalp and fringe hair loss.

HUSSSH[®] Hair Therapy shampoo treatment started on 12th April 2022 and was used as part of her normal washing routine. By 2nd August 2022 the photos show fringe re-growth and by 14th August 2022 central scalp hair re-growth was well visible. In four months significant hair regrowth is seen (in the third period of the 6 weekly hair growth cycle).

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Case 2 – 40 year old male

Visible Re-growth | Smoother and Softer

In August 2024 Kevin, in his 40's, started to use the HUSSSH® Hair Therapy Shampoo. He manages fibromyalgia and his medication could be contributing to his thinning hair.

By his own admission he has not used it as regularly as directed, yet by mid-October 2024 there are definite signs of improvement. He now plans regular use.



BEFORE

Case 3 – 50 year old female

Less Shedding | Fuller Hairline

Elaine in her 50's presented with hair loss as a result of medication and menopause. Also on her scalp are visible signs of psoriasis.

The HUSSSH® Hair Therapy shampoo was first used on 1st May 2024. By early July the photos show hair growth through the psoriasis as well as redness and flakiness receding. At the end point of 16th October hair is observed to have almost fully returned. Elaine plans to continue to make HUSSSH[®] Hair Therapy shampoo part of her regular washing routine.

Most cases available on request



BEFORE



AFTER



BEFORE



AFTER



BEFORE



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Most cases available on request



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Use Recommendations

For optimal results:

- Utilise as primary shampoo, applying to warm, wet hair to ensure maximum follicular absorption.
- Massage thoroughly into the scalp for a minimum of two minutes, followed by a five-minute absorption period before rinsing.
- Repeat if desired; increased frequency of use correlates positively with accelerated and sustained hair recovery.
- Usage of a complementary pre-wash treatment (under development) could further enhance results by effectively opening hair follicles prior to treatment.

Conclusion

HUSSSH[®] Hair Loss Shampoo demonstrates robust, scientifically validated effectiveness in promoting hair recovery and mitigating hair loss. Clinical trials confirmed efficacy comparable to established pharmaceutical treatments without the associated chemical-induced side effects. Continuous usage significantly supports follicle health, ensuring sustainable and noticeable improvements in hair density and growth.

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