



HUSSSH[®] Hair Loss Trichology Report

Summary of
Findings Report
December 2024

Commissioned
Trials Undertaken
in 2022 and 2023



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Husssh Hair Loss Recovery Commissioned Trials Undertaken in 2022 and 2023

Summary of Findings Report December 2024

Basis of Study

The studies were to be conducted inside a chosen local beauty hair salon under the eye of trained trichologist. Time would be taken to discuss the trials with the clients that showed signs of hair loss. The client would be talked through a questionnaire with a coffee/tea in the consulting room to preserve confidentiality. Agreement would be reached to take photographs showing the start position, mid points and after 12 weeks. These assessments would be taken in the salon. Product would be provided for the client to use the product at home in between hair treatments. The questionnaire forms Annex 1. (this data is to be considered confidential)

The study would include birth male and female subjects, across ethnic groups and age ranges to get a good cross section. After this initial study ongoing studies would take place when the product is handed out as samples. These will be added to the storeroom of performance support.

Facts surrounding hair loss in birth males and females see Annex 2.

Safety and Technical Data

As the product had to have a safety report to obtain cosmetic registration no side effects are anticipated. The ten active ingredients are composed of 10 natural plant oils and extracts all of which contained bibliography and published reports in the public domain to support their effectiveness with hair loss recovery. The Safety Report and Full Technical Pack are considered Intellectual Property P and only disclosable with an NDA. The collation of bibliography whilst each if the ten are in the public domain is considered proprietary too. The product formulation is seen in Annex 6.

The technical data supports that the "ten" are as effective as Finasteride and Minoxidil (without the long-term side effects of chemicals in/on the body. An extract of the salient facts is in Annex 3.

Use Protocols

The methods of application are seen in Annex 4. These represent the labelling on the bottle of product. The trials followed this regimen, and the clients were informed to check the product label for guidance when using at home. The amount of shampoo used is to reflect the amount that a client would normally use. (the product is seen to have a good lathering effect so as not to promote overuse). The concept being that the product can be used like any other shampoo, so making it easier for the client to use in a private setting.

Each time the client was treated the results of the hair loss and regrowth were noted in the client record sheet (case study

document) and pictures taken. It is expected that clients would return for hair appointments about every 4 to 6 weeks or whatever their normal routine was (deferring for men and women).

When taking the initial hair condition photographs, they have largely been done when the hair has been towel dried off after washing as this best shows the extent of hair loss.

The form for client trails is Annex 1.

Hair growth cycle

Research has shown that hair growth is a cycle of 4 – 6 weeks in healthy humans. Hair naturally falls out in cycle and is replaced with fresh new growth. It's a continuous cycle. When using the Husssh product with the ten natural oils and extracts these nutrients work down in to the roots (hair follicles) and have the effect of kick starting the re-growth cycle – we call this the reconstruction, and the thickening effect is seen when hair coverage has thinned. For best effect we had assumed that the 10 – 12-week time point would be expected. We expected to show that 3 to 4 cycles would produce a consistent re-growth. In theory, absent clinical changes with the client, the product would need to be continuously used to avoid additional hair loss.



Trial Enrolment

Of the almost 100 people introduced to the trial (free shampoo of course) 36 completed the six-month trial period and since then other people have tried the product based on free samples. People fell away for a number of reasons including – left the area, didn't see the need to return as they were happy with the results, just wanted the free shampoo. The form for client trails is Annex 1.

Of the additional people outside the trial one had undergone chemotherapy (more are expected to enter the trials as we progress) another had very bad stress related psoriasis and scalp flakes, another showed signs of crown hair loss and thinning. Two unrelated hairdressers have taken on product for trials with clients (one in salon and the other ex-Tony and Guys now freelance).

The trilogy reports for each person are confidential – the names, dates of birth and other protected health data cannot be reproduced in the public domain.

Some clients have consented for the reports to be shared via encrypted access with no download agreed and these are seen on the web site in redacted form. The photographs depicting before and after are all consented for view. A number are seen in this report in Annex 5.

In general, and with normal (personal routines) use for the 8-to-12-week period hair recovery is evident.

Comments and Conclusions

It is very clear from the 36 test cases that hair recovery is seen: as well with the additional outside the trial. The results vary quite a bit from person to person, variation can be generally reduced to two key factors 1) how often the shampoo is used and if it is allowed to soak into the follicles and 2) the general condition of the hair and scalp.

In general, and with normal (personal routines) use for the 8-to-12-week period hair recovery is evident. For fastest results it is clear the daily use regime shows results much quicker. Once hair has started to return its sustainability is linked to how often the shampoo is used. The product is formulated to be a "normal use" shampoo, a replacement shampoo, however a person's choice of a cleansing shampoo first would only help the Husssh shampoo perform better as the hot water will open the follicles. Husssh is developing a complementary pre-wash shampoo conditioner to have an all-round offering. In the trials no pre-wash shampoo was used.

When looking at pictures on social media showing the effects of "other products" they all look to be unrealistic especially in terms of even all-over regrowth. They look too even and could be AI generated. The claims of the pharmaceutical chemicals (tablet, spray and serum) show results that appear too good to be credible, yet it is said by one such company that they have 1 million clients.

One unexpected positive side effect is the product also reduces the flary nature of psoriasis as well as scalp flakes.

Ongoing users have agreed to share their findings. Amazon reviews develop in supporting the effectiveness of the product as do repeat use clients.

If a reader of this document wishes to manage trials of their own, then we can support with a number of free samples and the client forms but only in return for the non-confidential results being shared.

Annex 1

Client Questionnaire



PDF Download
(Tricology Trial
Shampoo Form v2.pdf)

Completed Questionnaire Example



PDF Download
(CASE STUDY SALLY
CS2.pdf)

Annex 2

Female hair loss statistics

Approximately 40% of women show signs of hair loss by 50, with less than 45% of women reaching 80 with a full head of hair.

Stress is one of the most significant contributing factors. According to some studies, women with high levels of stress are 11 times more likely to experience hair loss than women with a more relaxed outlook.

[Female hair loss](#) has become a growing issue in the UK since the recent stresses associated with factors like the pandemic, cost-of-living crisis and social media, with almost 90% of requests for [hair loss treatment](#) now coming from women. The links provide more detail.

Female pattern baldness is also highly prevalent in post-menopausal women. Theories suggest that reduced levels of oestrogen increase DHT's concentration in the blood, resulting in higher levels of hair loss. However, certain studies suggest the opposite, in that oestrogen can suppress hair growth, stating that the association between female pattern baldness.

Annex 2

Male hair loss statistics

[Male pattern baldness](#), known as androgenetic alopecia, is a highly prevalent condition that affects approximately 85% of all men by the age of 50.5.

While typically seen in individuals during their late 20s or early 30s, this hair loss can also start at any point from 17 upwards.

The genetic nature of male pattern baldness stems from the hair follicles being sensitive and reacting to dihydrotestosterone (DHT) – a by-product of testosterone.

When this happens, high levels of DHT in the body shrink the hair follicles, shortening the hair growth cycle and causing hair loss. It leads to a receding hairline, thinning on the crown and temples, and complete baldness without intervention.

Annex 3

Finastéride MHRA Safety Report



PDF Download

(Finasteride_PAR_
Accessible.pdf)

Annex 4

Instructions for Use

1. **Wash** your hair as normal.
2. Once your hair is fully soaked and still warm from the shower, **apply** the same amount of shampoo you typically use.
3. **Massage** the shampoo into your scalp for at least two minutes, making sure to cover your whole head.
4. **Wait** for five minutes to let the essential oils penetrate the hair follicles. Rinse the shampoo off as usual.
5. **Repeat** the process one more time, if desired, but no more than that.



Annex 5

Before and After Results

Consented Content Examples



Annex 6

Formulation

- 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

To access the full **Technical pack, Safety Assessment Report** and **Clinical Evidence and Bibliography**, please email info@hushhealth.co.uk to first sign our non disclosure agreement.

