

Hair Therapy Shampoo for Reconstruction and Thickening

by HUSSH®

Technical Information Pack

Cosmetic registration number: UK CP 02630096
EC 1223/2009 and Cosmetics Products Enforcement Regulations 2013

Version 006



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HUSSH™

Introduction



HUSSH®: Premium Cosmeceuticals for Hair and Skin Health

At HUSSH, we create evidence-driven cosmeceutical solutions that support scalp, hair, and skin wellness—**focusing on real results for real people**.

Our mission is to bridge the gap between cosmetic care and clinical-grade efficacy, offering products that restore confidence through visible, measurable outcomes.

Founded in 2020 as a dedicated division of IPG Pharma Ltd, we benefit from a pharmaceutical heritage that underpins our approach to product quality, regulatory compliance, and ingredient integrity. While IPG continues to serve as our parent company, HUSSH operates with its own focused mandate: to develop and deliver high-performance solutions to common—but often under-addressed—dermatological concerns.

Our formulations are designed for both men and women and are developed with a commitment to **inclusivity, transparency**, and **long-term health**. From thinning hair and alopecia to dry, irritated skin and excess facial or body hair, our range targets the underlying causes with safe, non-invasive alternatives to harsh chemical treatments or prescriptions.

Each HUSSH product is:

- Manufactured to pharmaceutical quality standards in audited facilities
- Fully compliant with the UK Cosmetic Products Enforcement Regulations 2013 and EU Regulation 1223/2009
- Where applicable, pharmaceutical products meet MHRA regulations and relevant EU Directives, with full authorisation numbers displayed on-pack
- Clearly labeled with complete, legible ingredient declarations
- Formulated for all genders, with product development guided by ongoing clinical feedback

We're **actively expanding** our distribution network in the UK and internationally. To learn more about our product range or to register as a trade partner, visit: trade.hushhealth.co.uk

Let's grow together—responsibly, transparently, and with products that truly work.

HUSSH® Hair Therapy Shampoo

Overview

A Proven Formula for Common Forms of Hair Loss—with Clinical and Emotional Relevance

Track Record & Regulatory Status

Originally introduced under a white-label arrangement in 2015, this shampoo has an established sales history in the UK, with **over 200,000 units sold annually**.

During this time, no adverse effects or customer complaints have been reported.

The product is now marketed under the HUSSH brand.

- UK Cosmetic Product Registration Number: **CP02630096**
- EU Cosmetic Notification: **In progress**

Understanding Hair Loss: Context and Impact

Hair loss (alopecia) occurs in various forms and can result from numerous medical and environmental factors, including:

- Androgenetic alopecia (AGA)
- Alopecia areata
- Telogen effluvium
- Systemic conditions such as thyroid disease
- Adverse drug effects
- Scalp or hair trauma
- Discoid lupus erythematosus
- Chemotherapy
- Lichen planus
- Structural hair shaft abnormalities
- Psychological or environmental stress¹

Hair serves not only as physical protection—providing cranial cushioning and shielding the scalp from sunlight—but also as an **important sociocultural symbol** of gender, age, identity, and status².

Hair loss **affects individuals of all sexes and ages** and is widely associated with negative emotional and psychological consequences. These include diminished self-esteem, emotional distress, embarrassment, and social withdrawal. Research shows these effects are especially pronounced in women³. One study found that 88% of individuals with alopecia reported a negative impact on daily life, with 75% experiencing reduced self-esteem and 50% encountering social difficulties⁴.

Further insights into the connection between hair health and self-perception are explored in the Argan Oil fact sheet later in this document.

Key Takeaway—HUSSH Hair Therapy Shampoo offers a **non-pharmaceutical, gender-inclusive** approach to addressing hair thinning and loss. Backed by years of safe use and a clear regulatory pathway, it is a **trusted solution** for professionals seeking quality, efficacy, and transparency.

HUSSSH[®]

To access the full technical pack please download the
non-disclosure agreement PDF and send a signed copy to

info@hushhealth.co.uk

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