Hair Therapy Shampoo for Reconstruction and Thickening

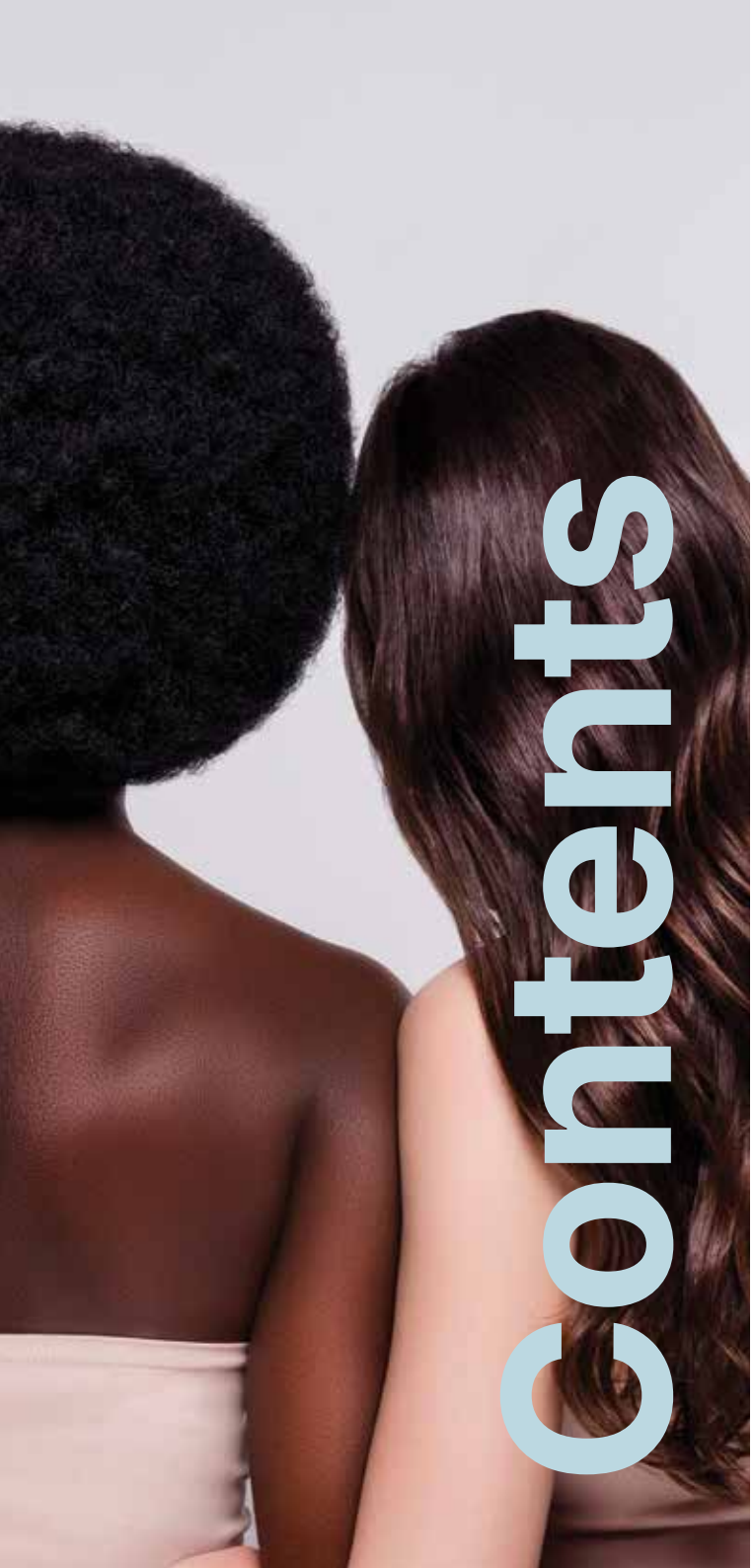
by HUSSSH®



Technical Information Pack

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

Version 006



Contents

Introduction

HUSSSH®: Premium Cosmeceuticals for Hair and Skin Health 05

Overview 06

How It Works 07

Understanding Hair Loss

Female Hair Loss 09

The Myth of Biotin Supplements in Hair Loss Recovery 10

Philosophy & Safety

A Natural Alternative 12

Safety, Compliance & Delivery Philosophy 13

Product Safety Overview 14

Supporting Ingredients & Safety Assurance 15

No Chemical Add-Ons Required 16

Ingredients & Efficacy

Ingredients Overview 18

What Do the Ingredients Do? 19–21

The Active Plant-Based Complex Behind HUSSSH® Hair Therapy 22

Contents

Ingredients & Efficacy *Continued*

New Ingredient Announcement – Panax Red Ginseng 23

What Do Antioxidants Do for Us? 24

Argan Oil – Fact Sheet 25

Rosemary Oil and Hair Loss – Fact Sheet 26

Usage Instructions & Tips

How to Use HUSSSH® Hair Therapy Shampoo 28

Precautions When Using HUSSSH® Therapy Shampoo 29

Shampoo Tips & Hair Health Strategies 30

Shampoo Tips & Tricks – Hair Washing & Maintenance 31

Shampoo Tips & Tricks – What to Eat for Healthy Hair 32

Comparing Treatments

Comparing Conventional Drug Treatments and HUSSSH® 34

Minoxidil (2% & 5%) – Pharmaceutical Fact Sheet 35

Minoxidil – Continued Risk, Mechanism & Environmental Considerations 36

Environmental & Safety Comparison – Minoxidil vs. HUSSSH® 37

Finasteride Use and Side Effects – Fact Sheet 38

Finasteride – Extended Use, Side Effects & Market Practices 39

Finasteride – Use and Side Effects 40

Frequently Asked Questions

Frequently Asked Questions 42

HUSSSH™



Introduction

HUSSSH®: Premium Cosmeceuticals for Hair and Skin Health

At HUSSSH, 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, HUSSSH 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 HUSSSH 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.

HUSSSH® 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 HUSSSH 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 stress[1]

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 status[2].

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 women[3]. 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 difficulties[4].

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—*HUSSSH 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.*

References 1. Hogan & Chamberlain, 2000 2. Cash, 2001 3. Cash et al., 1993 4. Van der Donk et al., 1994

HUSSSH®

To access the full technical pack please download the non-disclosure agreement PDF and send a signed copy to info@hushhealth.co.uk

HUSSSH® Hair Therapy Shampoo

How It Works



Strengthening Hair at the Root Through Targeted Scalp Support

Hair loss begins when hair follicles shrink or become inactive, reducing their ability to absorb nutrients and support healthy growth. As follicles weaken, hair strands fall out—often subtly at first, but increasingly noticeable in the mirror, to others, or during haircuts.

HUSSSH Hair Therapy Shampoo is formulated to support the scalp environment and **nourish active follicles**, helping to reinforce hair structure, promote thickness, and reduce ongoing shedding. While the product cannot regenerate follicles that have been dormant or destroyed for several years, it is most effective when used at the earliest signs of thinning or recession. Early intervention helps preserve existing follicles before irreversible damage occurs.

One of the most common causes of hair thinning in men is **androgenetic alopecia** (male pattern hair loss), which is linked to a combination of genetics and the presence of the hormone **dihydrotestosterone** (DHT). DHT shortens the hair growth cycle, causing follicles to miniaturize over time, leading to progressive thinning and eventual baldness. These changes can begin as early as a man's twenties and tend to advance with age.

Once follicular inactivity has been sustained for long periods, hair loss may become permanent. This is why proactive treatment is key—not only for physical outcomes but also for emotional wellbeing. Many individuals experience anxiety, depression, and diminished self-esteem as a result of visible hair loss.

On average, human hair grows at a rate of approximately **1 cm (0.5 inches) per month**, though this can vary by individual. Hair originates in follicles beneath the skin, fed by blood supply and nourished through topical absorption. HUSSSH Hair Therapy Shampoo is designed to act precisely at this level—**supporting the scalp biome and delivering plant-based actives** where they are most needed.

HUSSSH



Understanding Hair Loss

HUSSSH® Hair Therapy Shampoo

Female Hair Loss

Addressing Hormonal, Nutritional, and Life-Stage Triggers in Women

Hair loss and thinning in women differs significantly from male pattern hair loss, aside from shared genetic predispositions. While both men and women can inherit a tendency toward hair loss, women are more likely to experience **diffuse thinning** rather than distinct bald patches. These changes are often triggered by hormonal fluctuations, life stage transitions, and lifestyle factors such as:

- Post-pregnancy hormone shifts
- Menopause and perimenopause
- Elevated stress levels
- Nutritional deficiencies or restrictive diets

During menopause, a **decline in oestrogen and progesterone** disrupts the normal hair growth cycle. These hormones play a key role in anchoring hair follicles and supporting robust growth. As their levels fall, hair grows more slowly, becomes finer, and sheds more easily. Compounding this, the relative increase in androgens (male hormones) may cause follicles to shrink, leading to visible thinning and eventual hair loss. These hormonal shifts may begin as early as age 40, though the onset varies.

It is estimated that **up to 40% of women** experience noticeable hair thinning after menopause. Often, it is hairdressers who first detect the signs of diffuse shedding or reduced density—especially around the crown, part line, or temples.

Understanding the hair cycle helps contextualize this process:

- A single scalp hair typically remains in a growth phase (anagen) for 2–4 years.
- This is followed by a resting phase (telogen) lasting 2–4 months, after which the hair naturally falls out and is replaced by a new strand.
- Because hairs are in various phases at any given time, it is **normal to shed some hair daily**. However, disruptions to this cycle can accelerate loss or delay regrowth.

HUSSSH Hair Therapy Shampoo is formulated to support women experiencing:

- Hormone-related thinning (menopause, postpartum)
- Diffuse shedding from stress or dietary imbalances
- Alopecia-related scalp conditions
- Hair loss following chemotherapy

Its formulation is suitable for daily use, with **no harsh pharmaceuticals**, and contains **plant-based active ingredients and essential oils** that work at the scalp level. The shampoo features a light, refreshing citrus fragrance, and its mild lather reflects our belief that medicated shampoos don’t need excessive foam to be effective.

HUSSSH® Hair Therapy Shampoo

The Myth of Biotin Supplements in Hair Loss Recovery

Why a Balanced Diet Is More Effective Than Biotin Pills

The term “Biotin” is a general reference to Vitamin B7, also known as Vitamin H—part of the broader B-vitamin complex essential for cellular metabolism and overall health.

What the Science Says

- Biotin deficiency is **extremely rare** in individuals who maintain a **balanced diet** that includes foods like eggs, liver, whole grains, rice, and vegetables.
- In the Western world, average biotin intake far exceeds the daily recommended amount of 30 micrograms.
- True biotin deficiency affects only about **1 in 140,000 people** and is typically associated with rare genetic disorders, certain medications (e.g., Carbamazepine), or lactation. In those cases, supplementation may help restore balance—but these are exceptions, not the norm.

Despite the popularity of biotin supplements marketed for hair and nail growth, there is **no robust clinical evidence** that they enhance growth in individuals who are not deficient. High-dose biotin has shown **limited promise in neurological conditions**, but this effect is unrelated to hair restoration and not applicable to cosmetic hair thinning or alopecia.

It is generally accepted within the biomedical and nutritional sciences that **Vitamin B7 plays a role in oxidation protection and cellular health** (see Antioxidant Fact Sheet). However, when a healthy, balanced diet is in place, there is **little to no need for biotin supplementation**.

Conclusion

With **no demonstrated benefit** to hair growth in well-nourished individuals, **biotin supplementation is not recommended** as part of the HUSSSH Hair Therapy protocol. Our approach focuses on topical, targeted support—direct to the scalp and follicle—where nutrient delivery is more effective.

HUSSSH™



Philosophy & Safety

HUSSSH® Hair Therapy Shampoo

A Natural Alternative

Designed Without Harsh Pharmaceuticals, Formulated for Daily Use

Most mainstream treatments for male hair loss—particularly those promoted on social media and in clinics—focus on two pharmaceutical actives: **Finasteride** and **Minoxidil**. These ingredients are widely used but come with known risks and side effects, as outlined in the fact sheets later in this document. Additionally, many unlicensed or experimental products are being sold online, posing even greater health risks.

HUSSSH Hair Therapy Shampoo is formulated without Finasteride or Minoxidil (5%), making it suitable for **both men and women**. Based on current research and usage data, we believe neither of these pharmaceutical agents is necessary to achieve meaningful improvements in hair quality and regrowth.

Instead, we've created a therapeutic shampoo using **100% naturally derived plant extracts and essential oils** that work at the level of the scalp to:

- Nourish and protect active follicles
- Rebalance the scalp environment
- Support the natural hair growth cycle
- Reduce irritation and inflammation often associated with thinning hair

These carefully selected ingredients are supported by a base formulation that meets industry standards for cosmetic performance—meaning it cleanses effectively without including harmful additives, parabens, or "forever chemicals". The product is also **cruelty-free** and **not tested on animals**.

Unlike many competitor products, HUSSSH fully discloses **every ingredient** on its packaging. Our commitment to transparency includes detailed ingredient profiles found later in this pack.

While some hair loss treatments require additional supplements like biotin tablets, we do not consider these necessary if users maintain a healthy, balanced diet (see Biotin fact sheet for details).

Usage & Results

- For best results, the shampoo can be used daily, especially once hair begins to thicken
- However, daily use is not mandatory—it can be used in place of, or alongside, your preferred shampoo
- A complementary conditioner is currently in development

In clinical observations, early improvements with HUSSSH Hair Therapy Shampoo have been noted in as little as 1 month, with most users seeing **noticeable results in 6 to 12 weeks** when used consistently. Results vary based on individual biology, health, and adherence to use.

HUSSSH® Hair Therapy Shampoo

Safety, Compliance & Delivery Philosophy

Cosmetic Safety Assessed. Targeted, Topical Delivery Preferred.

In compliance with UK and EU cosmetic regulations, HUSSSH Hair Therapy Shampoo has undergone a full **Product Safety and Risk Assessment**, evaluating every ingredient for potential toxicity, allergenicity, and systemic exposure. This assessment was completed as part of our formal **cosmetic registration process**, and the full technical report is available upon request for qualified scientific or regulatory reviewers.

As with any topical formulation, **individual results will vary**. Scalp condition, skin sensitivity, hormonal status, and overall health can all influence how the product performs. If underlying medical issues such as autoimmune conditions, endocrine imbalances, or nutritional deficiencies are suspected, users should be referred to a qualified healthcare provider for evaluation and support.

Topical vs. Oral Delivery: Rethinking the Route

A key question in hair loss treatment remains: *Is oral supplementation or medication the most effective route for targeting hair follicles?*

Oral treatments—whether pharmaceutical or nutritional—enter the bloodstream and are distributed throughout the body. Hair follicles, however, receive only a **minimal blood supply** relative to major organs, making it difficult for sufficient active levels to reach the scalp via systemic circulation.

By contrast, **topical application delivers active ingredients directly to the site of action**—the scalp—supporting the follicle environment more efficiently and with less systemic risk. When combined with a balanced diet and healthy lifestyle, this method offers a safer and more targeted approach to promoting hair health.



HUSSSH® Hair Therapy Shampoo

Product Safety Overview



Fully Compliant, Scientifically Evaluated, and Safe for Daily Use

HUSSSH Hair Therapy Shampoo has undergone a **full cosmetic safety assessment** in accordance with EU regulations and international cosmetic safety standards. This review confirms that all ingredients are used well below safety thresholds and present no significant risk under normal or foreseeable conditions of use.

The safety report confirms:

- **No known negative interactions** between any core or supporting ingredients
- **All components** are well within the permitted limits defined by EU cosmetic legislation
- The product **meets the safety requirements** of Article 3 of the Cosmetics Regulation (EC) No 1223/2009

Each ingredient has been assessed for:

- Irritation potential
- Sensitisation
- Systemic toxicity
- Mutagenicity
- Carcinogenicity

Importantly, the product is a rinse-off formulation, further reducing the likelihood of long-term skin exposure. Every ingredient used in HUSSSH Hair Therapy Shampoo is included at levels considered safe for regular, long-term use.

The shampoo is fully registered and cleared for sale under UK and EU cosmetic regulatory frameworks.

HUSSSH® Hair Therapy Shampoo

Supporting Ingredients & Safety Assurance

Functional Compounds for Stability, Texture, and Preservation

While HUSSSH Hair Therapy Shampoo is centered on botanical actives, its formulation is supported by stabilizing agents and conditioning compounds that ensure safety, consistency, and shelf life.

Each of these ingredients is widely used in the cosmetics industry and plays a critical role in product performance.

DMDM Hydantoin
A preservative used to prevent microbial contamination and maintain product stability. DMDM Hydantoin is a formaldehyde-releasing agent, recognized by the FDA as safe when used within regulated limits. HUSSSH includes this preservative at only 0.05% of the formulation—a level determined to pose no risk in our safety assessment. The shampoo is rinsed off during normal use, leaving no detectable residue on the scalp. For perspective, the trace formaldehyde potentially released is comparable to levels found naturally in a medium-sized apple or pear.

Parfum (Fragrance)
A proprietary aromatic blend used to enhance the sensorial experience of the shampoo. When combined with the natural citrus oils in the formulation, it creates a light, refreshing fragrance. All fragrance ingredients comply with cosmetic allergen disclosure requirements.

Magnesium Nitrate
A naturally occurring salt used in trace amounts to aid conditioning and stability. It is hygroscopic (absorbs moisture), which helps maintain formulation consistency and prevents clumping in water-based preparations.

Polyquaternium-10
A cellulose-derived polymer used for conditioning and film-forming. It coats the hair shaft to enhance smoothness, reduce static, and improve manageability. Commonly found in shampoos, conditioners, and styling products.

Citric Acid
Used to adjust and maintain the pH balance of the shampoo, ensuring it is compatible with the skin and scalp. Maintaining an appropriate pH (typically between 4.5 and 5.5) is essential for both efficacy and comfort. Citric acid also contributes mild antioxidant properties.

Disodium EDTA
A chelating agent that stabilizes the formula by binding metal ions that could otherwise destabilize or degrade the product. It also helps preserve texture and prevents discoloration or rancidity. Used in very small amounts, Disodium EDTA is widely regarded as safe and effective across cosmetic applications.

HUSSSH® Hair Therapy Shampoo

No Chemical Add-Ons Required

Standalone Results—No Finasteride, No Minoxidil, No Supplements

HUSSSH Hair Therapy Shampoo is **designed to work on its own**, without the need for chemical adjuncts such as Finasteride or Minoxidil. While these pharmaceutical agents are widely used for hair loss, they are also associated with potential side effects—details of which are available in our fact sheets and widely published in the public domain.

The mechanism of action for oral and topical drugs is complex, and in some cases, controversial. HUSSSH offers a **non-pharmaceutical alternative** that delivers visible results without relying on systemic hormone-altering or vasodilating compounds.

HUSSSH Hair Therapy Shampoo is:

- Registered in the UK under **Cosmetic Product Notification No. CP02630096**
- Fully compliant with **Cosmetics Regulation (EC) No 1223/2009** (EU approval pending)
- Formulated with ingredients that have undergone **full safety assessments** as required by EU and UK cosmetic law

As with all personal care products, if you experience irritation or feel unwell, discontinue use immediately and consult a healthcare professional.

For more information on any ingredient, or to request supporting documentation, please contact us at: enquiries@hushhealth.co.uk



HUSSSH™



Ingredients & Efficacy

HUSSSH® Hair Therapy Shampoo

Ingredients Overview

Clinically Formulated. Transparently Disclosed.

HUSSSH Hair Therapy Shampoo is a registered cosmetic, manufactured under Good Manufacturing Practices (GMP) in compliance with ISO 22716:2007 standards. Each ingredient has been selected to support scalp health, nourish the follicle environment, and help restore hair vitality—without the use of harsh pharmaceutical actives.

Below is the **full ingredient list** and the primary function of each component (*shown in descending order of amount in the product*):

Ingredient	Function
Aqua	Diluent
Sodium lauroyl sarcosinate	Lather and cleansing agent
Lauryl glucoside	Foaming and cleansing agent
Cocamidopropyl Betaine	Hydrates and thickens
Serenoa serrulata fruit extract	Hair rejuvenation agent
Citrus reticulata fruit extract	Fragrance and skin conditioning agent
PEG 120 methyl glucose dioleate	Emulsifier and thickener
Cedrus deodara wood oil	Fragrance and medicinal properties
Glycerine	Moisturizer
Rosmarinus officinalis leaf oil	Fragrance and antioxidant
Salvia officinalis oil	Fragrance and antioxidant

Ingredient	Function
Sodium chloride (salt)	Acidity balancer
Argania spinosa kernel oil	Supports hair root health
Hibiscus syriacus bark extract	Fragrance and antioxidant
Phyllanthus emblica extract	Skin rejuvenator
Ferrous gluconate (iron)	Vitamin supplement
Niacinamide	Vitamin B3 supplement
Guar hydroxypropyltrimonium chloride	Conditioner and thickener
DMDM hydantoin	Preservative
Parfum	Light touch fragrance
Magnesium nitrate	Prevents bacterial growth
Polyquaternium 10	Thickener
Ubiquinol (CoQ10)	Regrowth support agent
Citric acid	Acidity agent
Disodium EDTA	Stabiliser

All ingredients are declared transparently on the product packaging in readable fonts, in full compliance with cosmetic labelling regulations

HUSSSH® Hair Therapy Shampoo

What Do the Ingredients Do?

Core Botanical Actives Behind Reconstruction & Thickening Therapy

HUSSSH Hair Therapy Shampoo features a synergistic blend of plant-derived ingredients, each chosen for its role in supporting scalp health and stimulating hair regrowth. Rather than relying on a single ingredient, the formulation draws on the combined benefits of ten essential natural actives—each with published support for topical efficacy.

These core ingredients work together to nourish follicles, improve scalp circulation, and promote a healthier hair growth cycle. Full details are available in the accompanying fact sheets.

Key Active Ingredients

1. Saw Palmetto *(Serenoa serrulata)*
Helps maintain open follicles and supports nutrient absorption. May reduce DHT sensitivity in the scalp, promoting healthier growth.

2. Citrus reticulata fruit extract
Derived from mandarin and tangerine. Rich in limonene, it improves microcirculation, offers mild antiseptic benefits, and adds a natural citrus scent.

3. Cedarwood Oil *(Cedrus deodara)*
Balances scalp oil production and supports follicle health. May contribute to regrowth through sebaceous stimulation.

4. Rosemary Oil *(Rosmarinus officinalis)*
Clinically shown to match Minoxidil's effects in a 2022 study. Promotes circulation, reduces inflammation, and strengthens hair.

5. Argan Oil *(Argania spinosa)*
High in vitamin E and fatty acids. Deeply moisturizes, strengthens the shaft, and supports a hydrated, balanced scalp.



HUSSSH® Hair Therapy Shampoo

What Do the Ingredients Do?

(Continued)

Supporting Scalp Health, Antioxidant Defense & Hair Regrowth

This section continues the breakdown of the key actives in the HUSSSH Hair Therapy Shampoo. These ingredients support follicle strength, reduce inflammation, and enhance antioxidant protection—essential for hair thickening and reconstruction.



6. Hibiscus Bark *(Hibiscus syriacus)*
Known for its hydrating and skin-conditioning properties. Helps soften the scalp and create a more comfortable environment for hair follicles.

7. Indian Gooseberry / Amla *(Phyllanthus emblica)*
A potent antioxidant rich in vitamin C and polyphenols. Protects against oxidative stress and supports the scalp's natural defense system.

8. Iron *(Ferrous gluconate)*
Topical iron helps improve oxygen delivery at the follicle level, supporting cell renewal and hair regrowth—especially when paired with a healthy diet.

9. Ubiquinol *(Coenzyme Q10)*
An essential antioxidant and energy molecule. Helps energize follicle cells and protect them from age-related oxidative damage.

10. Sage Oil *(Salvia officinalis)*
Antioxidant-rich essential oil that protects the scalp from external stressors and promotes a healthy, balanced scalp environment.

Together, these ten ingredients work in synergy to restore follicular function, reduce shedding, and strengthen the hair structure. Delivered in a professionally formulated base, they offer a non-invasive alternative to pharmaceutical products—**a cosmetic with the benefits of a treatment**.

HUSSSH® Hair Therapy Shampoo

What Do the Ingredients Do?

(Formulation Carriers)

Supporting Delivery, Texture & Scalp Cleanliness

Beyond its core botanical actives, HUSSSH Hair Therapy Shampoo includes **key formulation agents** that ensure even application, gentle cleansing, and a comfortable scalp experience. These ingredients support product texture, active delivery, and cosmetic stability.

Aqua (Water)
The main solvent, allowing uniform distribution of oils, extracts, and nutrients across the scalp. It forms the base of the formulation.

Sodium Lauroyl Sarcosinate
A mild, biodegradable surfactant derived from coconut oil and amino acids. It lifts dirt and oil without stripping moisture. Also emulsifies oils and helps generate lather.

Lauryl Glucoside
Made from fruit sugars and coconut alcohols. Enhances foam, improves cleansing, and remains gentle and biodegradable.

Cocamidopropyl Betaine
Coconut-derived surfactant that boosts foaming, reduces frizz, and gives the shampoo its smooth texture. Adds mild conditioning and anti-static properties.

PEG-120 Methyl Glucose Dioleate
A thickener/emulsifier from methyl glucose and oleic acid. It reduces irritation and helps mix oil and water without penetrating the skin.

Glycerine A humectant that draws moisture into the scalp and softens skin. Supports a hydrated environment for follicles. Can be plant-based or synthetic.

Sodium Chloride (Salt)
Used to adjust thickness and balance pH. Adds body to the shampoo without synthetic thickeners.

Guar Hydroxypropyltrimonium Chloride
A plant-based conditioner from guar beans. Smooths hair, improves manageability, and enhances texture and rinseability.

HUSSSH® Hair Therapy Shampoo

The Active Plant-Based Complex Behind HUSSSH® Hair Therapy

These **naturally derived** actives are at the heart of the HUSSSH Hair Therapy Shampoo formulation. Each ingredient has been carefully selected for its proven role in supporting scalp health, restoring follicular vitality, and promoting stronger, thicker hair. Together, they offer a non-pharmaceutical alternative that's both effective and well-tolerated—without compromising on quality or safety.



HUSSSH® Hair Therapy Shampoo

New Ingredient Announcement – Panax Red Ginseng

Natural Support for DHT Regulation Without the Side Effects of Pharmaceuticals

We are pleased to announce the addition of **Panax Red Ginseng** to the HUSSSH Hair Therapy Shampoo formulation. This decision is driven by emerging clinical evidence that supports the role of ginsenosides—the active compounds in red ginseng—in helping regulate the biological pathway associated with androgenic hair loss.

Why Add Ginseng?

One of the primary causes of male pattern hair loss is the conversion of testosterone into **dihydrotestosterone** (DHT) via the enzyme 5-alpha reductase. DHT is widely recognized as a key factor in follicular miniaturization and progressive thinning in androgen-sensitive individuals.

Pharmaceutical treatments like Finasteride work by inhibiting this enzyme, thereby lowering DHT levels. However, Finasteride is associated with a range of potential side effects, including loss of libido and sexual dysfunction. This has led some competitors to recommend additional medications, such as Sildenafil (Viagra), to counteract those side effects—a practice that underscores the complexity of managing DHT chemically.

The Ginseng Advantage

Unlike Finasteride, Panax Red Ginseng offers a **plant-based, non-hormonal approach**:

- **Ginsenosides** have been shown to naturally inhibit **5-alpha reductase**, reducing DHT levels without altering testosterone directly.
- Early studies indicate **no negative sexual side effects**; in fact, ginseng is traditionally known to enhance libido and overall vitality.
- This makes ginseng a **safer**, **natural alternative** to pharmaceutical DHT blockers.

Conclusion

By adding Panax Red Ginseng, HUSSSH continues to **evolve its formulation** using evidence-based botanical compounds—providing consumers with effective hair therapy that is safe, non-invasive, and free from pharmaceutical trade-offs.

HUSSSH® Hair Therapy Shampoo

What Do Antioxidants Do for Us?

Reversing Oxidative Stress to Support Hair and Scalp Health

Antioxidants are compounds that protect the body by neutralizing free radicals—unstable molecules produced in response to environmental stress, poor nutrition, pollution, and inflammation. When left unchecked, these free radicals trigger a biological process known as oxidative stress, which damages cells, proteins, and lipids vital to the body's normal functioning.

This oxidative damage has been linked to increased risk of chronic diseases, premature aging, and notably, hair loss.

Free Radical Damage & Hair Loss

According to a 2010 review published by the **U.S. National Library of Medicine (PMC3249911)**, oxidative stress can disrupt key metabolic functions and impair the body's ability to maintain cellular balance. In the scalp, oxidative stress may lead to:

- Degradation of hair follicle structure
- Reduced delivery of essential nutrients to the hair roots
- Acceleration of follicular miniaturization
- Increased hair shedding and delayed regrowth

In effect, oxidative stress "starves" the follicles—leading to weakened hair, thinning, and in some cases, irreversible loss.

How Antioxidants Help

Antioxidants are sometimes referred to as "free radical scavengers" because they **neutralize these damaging molecules** and help restore physiological balance. Natural antioxidants—found in many of the botanical ingredients used in HUSSSH Hair Therapy Shampoo—may help:

- Protect the scalp from inflammation
- Preserve hair follicle health
- Reopen nutrient pathways blocked by oxidative stress
- Slow or even reverse hair thinning associated with environmental triggers

Incorporating antioxidant-rich ingredients both **topically** and **through diet** plays a critical role in restoring the body's defense systems and supporting healthier hair from the root up.



For more on the role of antioxidants in overall wellness and hair health, see: Medical News Today, "What are Antioxidants?" (8 Nov 2023) www.medicalnewstoday.com/articles/301506

HUSSSH® Hair Therapy Shampoo

Argan Oil – Fact Sheet

Natural Tocotrienols and Their Role in Hair Regrowth

Argania spinosa kernel oil, commonly known as **Argan oil**, is widely used in cosmetic and therapeutic hair care due to its high content of vitamin E compounds, particularly tocotrienols—a potent antioxidant subgroup.

In this technical pack, Argan oil has been referenced previously on:

- **Page 3** – Overview of shampoo benefits
- **Page 9** – Core botanical ingredient breakdown

To further support its inclusion in the HUSSSH Hair Therapy Shampoo formulation, we draw attention to a clinical study published by the **U.S. National Library of Medicine** under reference **PMC3819075**, titled: "Effects of Tocotrienol Supplementation on Hair Growth in Human Volunteers."

Study Overview – PMC3819075

- **Objective:** To evaluate the effect of tocotrienol (vitamin E) supplementation on hair growth
- **Participants:** Male and female volunteers aged 18–60, with various levels of non-scarring alopecia and no visible hair regrowth in affected areas
- **Exclusion criteria:** Participants with systemic illness, hypertension, thyroid disease, chemotherapy history, or scalp disorders were excluded
- **Duration:** 8 months
- **Control Group:** Included for baseline comparison

Results & Significance

- Participants receiving tocotrienol supplementation showed **40–50% more hair regrowth** in bald areas compared to the placebo group
- The findings indicate that natural tocotrienols, as found in high concentrations in Argan oil, may **stimulate follicular regeneration** and **support healthy hair growth**
- The study cited **21 additional supporting references**, reinforcing the broader scientific consensus around the antioxidant and regenerative benefits of tocotrienols

Conclusion

The inclusion of Argan oil in the HUSSSH Hair Therapy Shampoo is supported by both its long history in scalp health and emerging clinical evidence. Its **natural antioxidant properties** help protect the scalp, improve moisture balance, and potentially **stimulate regrowth** in areas of thinning. This makes Argan oil a key active component in our reconstruction and thickening strategy.



HUSSSH® Hair Therapy Shampoo

Rosemary Oil and Hair Loss – Fact Sheet

Clinical Evidence Supporting Rosemary Oil as an Effective Topical Alternative

Rosmarinus officinalis L. (rosemary oil) is a well-known medicinal plant with diverse biological activities—including enhanced microcapillary perfusion, antioxidant support, and anti-inflammatory properties. Its relevance to hair health has been increasingly studied in recent years, particularly as a natural alternative to pharmaceutical treatments for androgenetic alopecia (AGA).

Key Study: 2015 PubMed Trial (Ref: 25842469)

This randomized, double-blind, comparative trial evaluated the efficacy of rosemary oil versus 2% Minoxidil in individuals with AGA over a 6-month period.

Study Design:

- **Participants:** 100 total (50 per group), with baseline controls
- **Duration:** 6 months
- **Application method:** Topical (scalp), daily use
- **Evaluation:** Microphotographic assessment at baseline, 3 months, and 6 months

Findings:

- **At 3 months:** No significant difference in hair count between rosemary oil and Minoxidil groups
- **At 6 months:** Both groups showed significant hair regrowth compared to baseline
- No statistical difference in hair count between groups at either time point
- Side effects (dry hair, greasy hair, dandruff) were minimal and not significantly different from baseline

Conclusion:

Rosemary oil demonstrated comparable efficacy to 2% Minoxidil in the treatment of AGA, with no reported adverse reactions—making it a viable, natural alternative for those seeking a non-pharmaceutical option.



HUSSSH™



Usage Instructions & Tips

HUSSSH® Hair Therapy Shampoo

How to Use HUSSSH® Hair Therapy Shampoo

Supporting Hair Regrowth Through Consistent, Targeted Use

To achieve optimal results with HUSSSH Hair Therapy Shampoo, *consistency and scalp contact time* are key. Follow the steps below as part of your regular showering routine:

1. **Wet the hair thoroughly with warm water** to open the pores and prepare the scalp.

2. Apply your usual amount of shampoo and **distribute evenly across the scalp**.

3. **Massage the shampoo into the scalp for at least two minutes**, ensuring full coverage and encouraging circulation to the hair follicles.

4. **Leave the shampoo on for five minutes** to allow the essential oils and active ingredients to penetrate the skin and reach the follicle base.

5. **Rinse thoroughly**, then repeat the process once more if desired—but no more than twice per wash session.

For best results, this routine should be *followed daily*. Early signs of regrowth are typically observed from week 6, with more significant thickening and reconstruction by week 12. If used less frequently, visible progress may take longer.

Clinical feedback shows that hair regrowth often appears at different rates across the scalp, which is entirely normal. Hair follicles vary in sensitivity and may respond in phases.

Importantly, continued use is key to maintaining results. Discontinuation may lead to gradual resumption of hair thinning in predisposed individuals. Once regrowth stabilizes, some users may find they can reduce frequency, but this should be monitored individually.

HUSSSH Therapy Shampoo is suitable for all ethnicities and both biological sexes, and is formulated with natural essential oils that nourish the scalp, rebalance follicle function, and support the full hair growth cycle.

HUSSSH® Hair Therapy Shampoo

Precautions When Using HUSSSH® Therapy Shampoo

Safe Use Guidelines, Allergen Awareness, and When to Seek Help

HUSSSH Hair Therapy Shampoo has been rigorously safety assessed for cosmetic use. To ensure optimal safety and effectiveness, please review and adhere to the following precautions:

For External Use Only

- This product is intended strictly for topical use.
- In the event of **accidental ingestion**, drink water immediately to dilute the contents. While most ingredients are naturally derived and used in low concentrations, the product is not designed for internal use.
- If you feel unwell after ingestion, **contact NHS 111** (UK) or your **local medical service**, and have the product label or ingredients list ready.
- Essential oils in the formulation are **not classified as carcinogens** and are present in amounts unlikely to cause harm through incidental ingestion, but individual sensitivities may still occur. Discontinue use and consult a GP if symptoms persist.

Use as Directed

- For most users, **one to two washes per day** is sufficient.
- Do not exceed this frequency unless specifically advised by a healthcare professional.
- Some ingredients—such as **saw palmetto**—may interact with supplements or serums containing the same compounds. If you are using other products with saw palmetto or similar essential oils, consult a GP or pharmacist to avoid overexposure.

Avoid Contact with Eyes

- Take care to prevent shampoo from entering the eyes during use.
- If contact occurs, **rinse immediately and thoroughly with water**. Seek medical advice if irritation persists.

Allergy Awareness & Patch Testing

- If you have known sensitivities or allergies, **review the full ingredients list** before first use.
- **A patch test is recommended:** apply a small amount to the inner forearm and monitor for any adverse reaction over 24 hours.
- Allergic reactions are most commonly triggered by **natural essential oils**, especially for individuals unaccustomed to them.
- All potential allergens in the formulation are maintained **below regulatory thresholds** in accordance with cosmetic safety guidelines.
- If you experience redness, irritation, or other signs of an allergic reaction, **discontinue use** and **consult a medical professional**.

HUSSSH® Hair Therapy Shampoo

Shampoo Tips & Hair Health Strategies

Practical Guidance for Supporting Stronger, Healthier Hair

While HUSSSH Hair Therapy Shampoo plays a central role in promoting scalp and follicle health, optimal hair growth depends on more than just the products we apply. Daily habits, nutrition, and scalp care routines all contribute to overall hair vitality.

Simple Tips to Support Hair Health

1. Prioritize a Balanced Diet
Hair health begins from within. A diet rich in whole foods, lean proteins, healthy fats, iron, zinc, and vitamins A, C, D, and E supports the body's natural growth cycles.

- Nutrient deficiencies—particularly in iron or protein—can lead to shedding or slowed growth.
- Low calorie intake or extreme diets may disrupt hair's natural life cycle.
- Whole food sources are preferred over synthetic supplements wherever possible.

2. Avoid Smoking
Smoking negatively affects circulation and oxygen delivery throughout the body, including to the scalp. This can weaken follicular activity and exacerbate hair thinning over time. Quitting smoking is a proactive step toward healthier skin and hair.

3. Handle Hair Gently
Hair damage is a major contributor to thinning unrelated to internal health. To minimize breakage and traction-related loss:

- Avoid excessively tight hairstyles (e.g., ponytails, braids)
- Minimize use of high heat from straighteners or blow dryers
- Use protective products during sun exposure
- Wash regularly with gentle, scalp-supportive products like HUSSSH Hair Therapy Shampoo
- Condition appropriately to prevent dryness and snapping

Key takeaway

Many online sources promote complex regimens, but foundational care goes a long way. Consistency in healthy habits, paired with targeted topical support, offers the best chance for long-term hair resilience.

HUSSSH® Hair Therapy Shampoo

Shampoo Tips & Tricks – Hair Washing & Maintenance

Protecting Hair Health Through Gentle Techniques and Consistent Care

Establishing a thoughtful hair washing routine and minimizing damage from styling practices can significantly improve long-term hair strength, thickness, and shine—especially for individuals experiencing thinning or shedding. The guidance below can be shared with customers and clients to help maximize results from HUSSSH Hair Therapy Shampoo.

Hair Washing Routine

- **Choose a gentle shampoo** with a simple, clean ingredient profile. Harsh formulations can strip moisture from the hair and scalp, leading to dryness or brittleness.
- **Condition after every wash** if possible. Conditioner helps retain moisture, reduces frizz and friction, and protects against breakage and split ends.
- **Use your fingertips**—not your palms—to apply and massage shampoo and conditioner. Fingertip application is gentler and encourages circulation at the scalp without unnecessary pulling.
- **Avoid vigorous or heavy-handed scalp massage**, especially if you're experiencing active hair loss. Gentle, circular motions are sufficient to energize the roots.

Hair Maintenance Tips

Beyond washing, proper handling of hair during daily routines is essential to prevent unnecessary damage:

- Use a **wide-tooth comb**, particularly when detangling wet hair. Avoid stiff or overly bristled brushes.
- **Avoid backcombing** or styles that require repeated pulling or teasing.
- Refrain from excessive touching, twisting, or rubbing of your hair—these repetitive motions can weaken strands.
- **Minimize tight hairstyles** (e.g., braids, buns, ponytails, cornrows) which place prolonged tension on the follicles.
- Limit use of heat styling tools and avoid hot showers or extended sun exposure, all of which can degrade hair strength.
- If swimming, wear a **well-fitted swim cap** to reduce chlorine exposure. Afterward, rinse the hair thoroughly and apply

HUSSSH® Hair Therapy Shampoo

Shampoo Tips & Tricks – What to Eat for Healthy Hair

Nutritional Support for Stronger, Healthier Hair Growth

Hair health is closely tied to nutrition. Just like skin, nails, and muscles, hair follicles require a steady supply of nutrients to function optimally. Deficiencies in certain vitamins and minerals can impair the hair growth cycle, contribute to shedding, and affect hair quality over time.

Why Nutrition Matters

A healthy, balanced diet supports every system in the body—including the scalp and hair follicles. In particular, adequate protein intake is essential, as hair is primarily composed of a structural protein called keratin.

- Adults are advised to consume approximately 50–70g of protein per day, depending on weight and activity level.
- Excellent sources include lean meats, poultry, eggs, legumes, beans, tofu, and fish.

Factors That Influence Hair Growth

1. Genetics

Inherited patterns of hair loss (androgenetic alopecia) are one of the most common causes of thinning in both men and women. Genetics influence follicle sensitivity to hormones like DHT and the rate of follicular miniaturization.

2. Age

Hair growth naturally slows with age. Many individuals experience progressive thinning, receding hairlines, or reduced hair density after age 40–50. This is part of the natural aging process but can be supported with scalp therapies and nutrient-rich care.

3. Sex

Hair growth rates may vary slightly by biological sex. On average, male hair tends to grow slightly faster, but the nutritional requirements for healthy hair are the same for all adults, regardless of gender. Ensuring optimal intake of essential vitamins and minerals (e.g., iron, vitamin D, biotin, zinc) supports overall follicle health.

A nutrient-rich diet, paired with a gentle hair care routine and targeted topical therapy like HUSSSH Hair Therapy Shampoo, provides a comprehensive approach to supporting natural hair growth and retention.

HUSSSH™

Comparing Treatments



HUSSSH® Hair Therapy Shampoo

Comparing Conventional Drug Treatments and HUSSSH®

Finasteride and Minoxidil vs. Plant-Based Topical Therapy

The chart to the right summarizes key differences between three common approaches to hair loss treatment:

- **Licensed drug products** (e.g. Finasteride, Minoxidil)
- **Unlicensed or combination drugs** (non-MHRA-approved or compounded formulas)
- **HUSSSH Hair Therapy Shampoo** (topical, plant-based cosmeceutical)

Understanding the Differences

- **Licensed Drugs:** Products like Finasteride and Minoxidil are approved by regulatory bodies (e.g. MHRA) and are supported by extensive clinical trial data. However, they come with well-documented side effects and are not generally advised for long-term or female use.
- **Unlicensed/Compounded Drugs:** These are typically prescribed when no licensed treatment is suitable. They lack formal approval, and pharmacies may source or compound them under strict guidelines. Their safety and environmental impact are less well documented.
- **HUSSSH:** Registered under cosmetic regulations (UK and EU), HUSSSH is free from pharmaceutical actives and instead uses natural, plant-based ingredients. It is safe for long-term daily use, well-tolerated by both men and women, and has no known side effects. Its ingredients are biodegradable and pose no long-term environmental risk.

Topic	Licensed Prescription Products	Combination Drugs (Not Licensed)	HUSSSH
Clinical Studies/ Reports	Yes	No	Yes
Chemicals	100%	98%	2%
Side Effects	Many	Many	None
Effective	Yes	Yes	Yes
Male Use	Yes	Yes	Yes
Female Use	No	No	Yes
High Strength	No	Yes	Not needed
MHRA Warning	Yes	Yes	No
MHRA Licensed	Yes	No	No (Cosmetic)
Safety Assured	Yes	No	Yes
Long-Term Use	No	No	Yes
Environmental Impact	Yes	Yes	No

HUSSSH® Hair Therapy Shampoo

Minoxidil (2% & 5%) – Pharmaceutical Fact Sheet

A Common Hair Loss Treatment with Limitations and Risk Considerations



Minoxidil is a **pharmaceutical vasodilator** used both as an oral drug for high blood pressure and a topical treatment for androgenetic alopecia (AGA). Marketed under names like Regaine, it's available without prescription in 2% and 5% strengths for women and men, respectively.

Though its exact mechanism remains unclear, Minoxidil is believed to **improve blood flow to the scalp**, possibly **increasing nutrient delivery** to hair follicles. Clinical results vary: some users see regrowth after four months, while others report little or no effect. The manufacturer advises discontinuation if no progress is seen by week 16.

Minoxidil is a chemical compound with a **documented side effect profile**. These range from mild reactions—such as scalp irritation and temporary shedding—to more serious issues like rapid heartbeat, chest pain, or shortness of breath. Adverse effects may increase when combined with other medications.

According to its Risk Management Plan (RMP), Minoxidil has both **identified** and **potential risks**. It also includes "missing information"—especially regarding long-term safety and cumulative exposure. While regulations require ongoing safety updates, these are not always enforced consistently. Concerns around environmental impact also remain unresolved, as Minoxidil's chemical residues may affect water and ecosystems.

In summary, Minoxidil is widely used and sometimes effective, but comes with known and emerging risks, uncertain long-term safety, and a mechanism still under investigation. By contrast, HUSSSH Hair Therapy Shampoo uses **plant-based actives** with **no known side effects**, **no regulatory warnings**, and **no environmental burden**—making it a safe, sustainable alternative for daily use.

HUSSSH® Hair Therapy Shampoo

Minoxidil – Continued Risk, Mechanism & Environmental Considerations

Unclear Action, Missing Safety Data, and Long-Term Environmental Risk

Minoxidil is widely regarded as effective in treating male pattern hair loss, with public evidence supporting its use. However, its mechanism of action remains speculative, with no definitive scientific explanation for how it stimulates regrowth. The long-term safety profile also remains incomplete, with limited data on cumulative effects over time.

Unlike HUSSSH Hair Therapy Shampoo—which is supplied in a recyclable, unpressurized PET bottle—Minoxidil is typically packaged in aerosol spray containers, which are flammable and require extra handling precautions.

Environmental responsibility is another area of concern. All pharmaceutical products must submit an Environmental Risk Assessment (ERA) during the licensing process, as outlined under Article 8(3) of Directive 2001/83/EC. This includes evaluating how active chemicals, once washed down drains (e.g., in showers), enter water treatment systems and potentially impact aquatic ecosystems.

Minoxidil has undergone this assessment, following CHMP guidelines (EMEA/CHMP/SWP/4447/00 corr. 2, 2006). While the active ingredient is recognized as a chemical environmental threat, it was deemed “acceptable risk” due to the extremely low concentrations expected in wastewater. However, there is no formal requirement for manufacturers to continually update these reports, leaving gaps in understanding of long-term ecological impact.

In contrast, HUSSSH Hair Therapy Shampoo contains no pharmaceutical actives or synthetic residues. All ingredients are plant-derived oils and botanical extracts that biodegrade naturally and pose no known environmental threat.

For access to the full environmental reports and the corresponding patient information leaflets (including ERA summaries), qualified professionals may request secure access to our data room via a password-protected link.

Minoxidil Identity

- **Active Ingredient:** Minoxidil
- **CAS Registry Number:** 38304-91-5
- **IUPAC Name:** 6-piperidin-1-ylpyrimidine-2,4-diamine 3-oxide
- **Molecular Formula:** $C_9H_{15}N_5O$
- **Molecular Weight:** 209.25 g/mol

HUSSSH® Hair Therapy Shampoo

Environmental & Safety Comparison – Minoxidil vs. HUSSSH®

Category	**Minoxidil** (Pharmaceutical)	**HUSSSH Hair Therapy Shampoo** (Cosmetic)
Mechanism of Action	Speculative; believed to increase blood flow to hair follicles	Supports follicle health via nutrient-rich botanical ingredients
Packaging Format	Aerosol spray (flammable) or foam	PET bottle (non-pressurized, recyclable)
Long-Term Safety Data	Incomplete; long-term systemic effects not fully studied	Fully assessed under cosmetic regulations for topical safety
Regulatory Status	Licensed drug under MHRA (UK); subject to pharmaceutical controls	Registered cosmetic; compliant with EU/UK cosmetic regulations
Side Effect Profile	Documented risk of irritation, systemic symptoms, and interaction with other drugs	No known adverse effects; plant-based ingredients well-tolerated
Environmental Risk	Chemical residue may enter water systems; classified as “acceptable risk” but not harmless	Biodegradable oils and extracts; no chemical persistence
ERA Requirement	Mandatory under Article 8(3); update enforcement inconsistent	Not required, but environmental burden is inherently low
Biodegradability	Limited—synthetic compound with low natural absorption rate	Fully biodegradable; naturally derived from plants and fruits
Ongoing Risk Monitoring	Dependent on post-market surveillance and manufacturer updates	Not applicable; ingredients degrade naturally without hazard
Active Ingredient	Minoxidil ($C_9H_{15}N_5O$) – synthetic chemical	Essential oils (e.g., rosemary, argan, cedarwood, hibiscus)

HUSSSH® Hair Therapy Shampoo

Finasteride Use and Side Effects – Fact Sheet

A Prescription DHT Blocker with Systemic Effects and Hormonal Risks

Finasteride is a **prescription-only medication** approved for the treatment of androgenetic alopecia (AGA) in men. It was **originally developed for prostate conditions** and later licensed at a 1 mg dose for hair loss treatment after it was observed to reduce levels of dihydrotestosterone (DHT)—the hormone that contributes to follicle shrinkage and hair thinning.

Taken as a daily oral tablet, Finasteride works systemically to inhibit the 5-alpha reductase enzyme, which converts testosterone into DHT. By reducing DHT levels, it helps **slow or reverse hair loss in some men**. However, treatment must be ongoing—hair loss typically resumes once the medication is stopped, and regrown hair may be lost within months of discontinuation. Clinical improvement may take 3 to 12 months to appear.

Finasteride is available only by prescription and is not covered by the NHS for hair loss, meaning **patients must obtain it privately**. While access through traditional GPs remains the standard, many prescriptions are now written via online consultations, often based on digital forms and short video calls. In some cases, doctors prescribe unlicensed drug combinations that are compounded by pharmacies. These mixtures have **not undergone clinical trials** or regulatory evaluation, and responsibility for **their safety lies with the dispensing pharmacy**.

Importantly, Finasteride is **not suitable for women**. It is known to cause serious reproductive harm, including potential infertility and fetal abnormalities, and is strictly contraindicated in pregnancy.

Although effective for many men, Finasteride is also associated with a range of potential side effects due to its systemic hormonal action. These may include reduced libido, erectile dysfunction, breast tenderness, mood changes, and in rare cases, persistent effects after discontinuation, sometimes described as post-finasteride syndrome. While not universally experienced, these risks are a growing area of concern in post-market safety discussions.

The next slides explore these risks in further detail, including emerging regulatory and environmental questions surrounding Finasteride use.

HUSSSH® Hair Therapy Shampoo

Finasteride – Extended Use, Side Effects & Market Practices

MHRA Safety Alert, Combination Risks, and Unlicensed Compounds

The long-term side effects of Finasteride are often under-communicated. The official patient information leaflet lists risks such as rash, low mood, reduced libido, erectile dysfunction, and breast tenderness. In April 2024, the MHRA issued a formal warning highlighting depression and sexual dysfunction as significant risks with prolonged use.

Some online platforms—like Hims and Numan—recommend Viagra (Sildenafil) to counteract Finasteride-induced erectile dysfunction. While Sildenafil increases blood flow, it also raises blood pressure. The long-term effects of using both drugs together remain unknown, and current data is insufficient to assess compounded risk. Suggesting that short-term Sildenafil use balances Finasteride's ongoing effects is not supported by clinical science.

Despite its effectiveness—reportedly helping 90% of men reduce hair loss—Finasteride must be taken continuously. Discontinuing treatment typically results in the return of hair loss. By contrast, HUSSSH Hair Therapy Shampoo can be used daily or as part of a regular routine, with no known side effects when used as directed. It is effective in both men and women, as shown through case studies and photographic evidence.

Many companies now market unlicensed Finasteride mixtures, often combined with Melatonin or Minoxidil, despite lacking MHRA approval. These are sold online or compounded in UK facilities, even by well-known clinics. Without safety data, responsibility falls to the prescriber, pharmacist, and patient. Guidance from the GPhC, Royal Pharmaceutical Society, and MHRA outlines clear regulations on unlicensed products. A link to these materials can be provided.



HUSSSH® Hair Therapy Shampoo

Finasteride – Use and Side Effects

Approved Uses, Online Prescribing, and New Safety Guidelines

Finasteride is available in two oral formulations: 5 mg (Proscar) for benign prostatic hyperplasia (BPH) and 1 mg (Propecia) for male pattern hair loss (MPHL). It is a 5-alpha reductase inhibitor, which blocks the conversion of testosterone to dihydrotestosterone (DHT)—a hormone linked to prostate growth and scalp hair loss. By reducing scalp and serum DHT, Finasteride can slow hair loss or ease BPH symptoms. However, these effects reverse when treatment stops.

The 1 mg formulation was approved for MPHL in 1999; the 5 mg version was approved for BPH in 1992. The drug is prescription-only and not suitable for women or children. Treatment can last years and must be maintained to preserve its effects.

Today, many men access Finasteride via online GP consultations. While convenient, this route raises safety concerns. In its April 2024 safety review, the MHRA highlighted risks tied to unmonitored use, particularly psychiatric side effects, which may go unnoticed without proper follow-up.

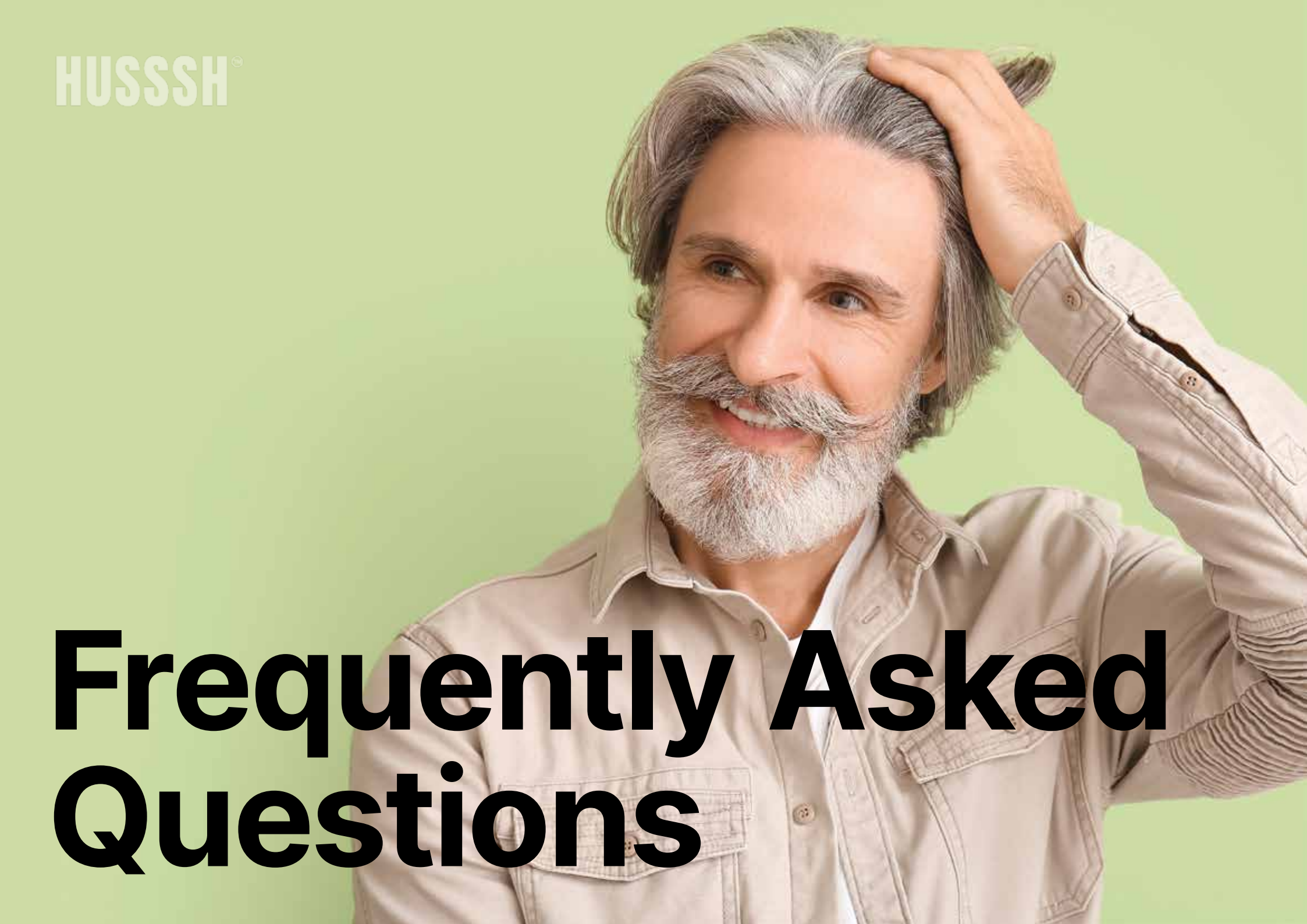
To address this, the MHRA collaborated with the GPhC, GMC, CQC, and digital healthcare networks to develop new safety guidance. One outcome is the Best Practice Guidelines from Digital Clinical Excellence (DiCE), launched May 2024, which aim to improve accountability in online prescribing.

According to Tim Ballard, CQC's National Advisor, "Everyone has the right to safe, high-quality care—no matter how they access it." The guidelines help distinguish licensed and regulated providers from unregulated or illegal sources, some of which operate without oversight or patient safety safeguards.

View the DiCE guidelines: digitalclinicalexcellence.com



HUSSSH™



Frequently Asked Questions

HUSSSH® Hair Therapy Shampoo

Frequently Asked Questions

Common Queries About HUSSSH and Hair Loss Treatment

Can HUSSSH be used by both men and women?
Yes. Unlike Finasteride, which can cause infertility in women, HUSSSH contains no hormone-altering chemicals and is safe for all adults.

How do natural oils help with hair loss?
Each of our 11 botanical extracts contributes to hair health in different ways. Backed by published research, they support follicle nourishment, scalp balance, and regrowth—naturally.

Why so many ingredients?
Nature works in synergy. These oils form a "natural cocktail," each targeting hair health from a unique angle. Patience is key—HUSSSH works gradually and gently. A conditioner is also in development.

What about Minoxidil?
Minoxidil can be effective (5% for men, 2% for women), but it's a blood pressure drug and may cause side effects like irritation or heart palpitations. See its patient leaflet for full details.

Why doesn't HUSSSH include vitamins?
Vitamins like Biotin (B7) are best obtained through a balanced diet. Over-supplementation can be harmful and isn't necessary when nutrition is adequate.

Do oral supplements for hair loss work?
Many are unlicensed and lack safety data. Claims may be overstated, and side effects are unknown. Use caution and consult a healthcare professional.

How do I know HUSSSH works?
Hair regrowth takes time. Results are typically seen after 6 to 12 weeks. We offer subscription discounts to support continued use. Case studies and trichologist images are available in this pack.

What are the side effects of Finasteride?
The MHRA (May 2024) warns of depression, loss of libido, and erectile dysfunction. Some sellers recommend Viagra to offset effects, but this introduces new risks.

What is DHT?
Dihydrotestosterone is made from testosterone and plays a role in hair growth and sex drive. Finasteride blocks DHT—but at a hormonal cost.

Final thought:
We already carry nearly 700 synthetic chemicals in our bodies (theworldcounts.com). As journalist Anna Turns reported in May 2022, adding more may only worsen the "toxic cocktail" within us.

Hair Therapy Shampoo for Reconstruction and Thickening

by HUSSSH®

Technical Information Pack

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