



Pu_Ree® 

Intensive hair growth tonic

with HairGrow™ Accelerator

Stimulating hair growth
and fighting hair loss

ADVANCED
INGREDIENT
AWARD
2014

BEYOND
BEAUTY
LAB

Pu_Ree®

Care for your hair, #naturally!



Intensive hair growth tonic
for women
with pea sprout extract



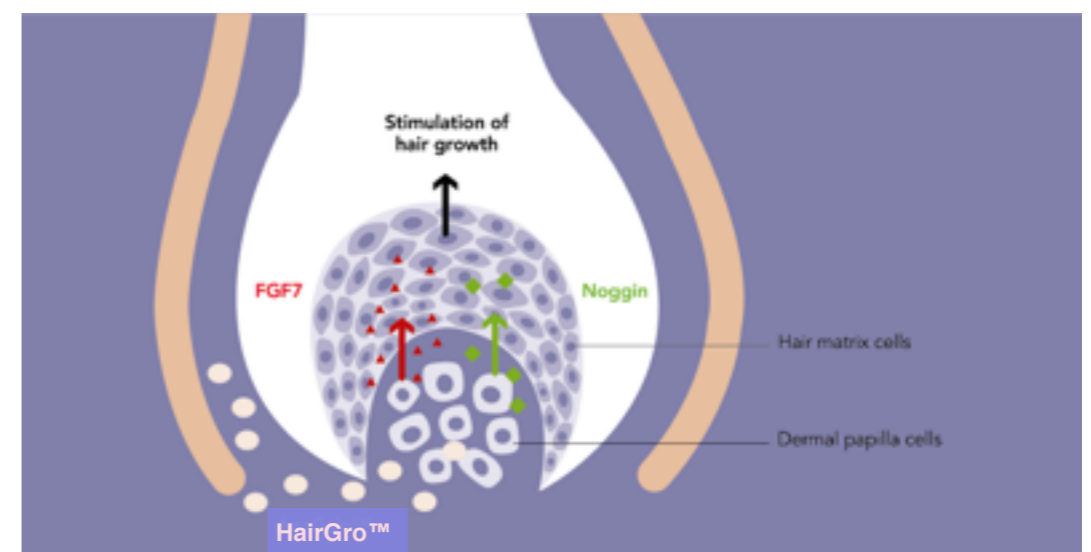
HairGro™ Accelerator: Intensive Hair Growth Tonic is a blend of botanical extracts and proteins that is designed for woman to fight hair loss and stimulate hair growth from roots. Clinically studies have proven results of HairGro™ Accelerator to stimulate the dermal papilla cells and reactivate hair growth. Intensive Hair Growth Tonic also improves the condition of the scalp by increasing microcirculation within the scalp, regulating oil/sebum secretion as well having an antibacterial and anti-fungal component.

Hypotensive activity will particularly be due to **ARNICA** and **WHITE NETTLE** whereas **BURDOCK**, **PINE** and **WATER CRESS** will stimulate local blood flow in order to bring nutritive elements to hair bulb. **ARNICA**, **BURDOCK**, **GARLIC**, **CHAMOMILE** and **ROSEMARY** will bring purifying properties. They will reduce seborrhea produced by the excess of bacteria and fungi in the sebaceous bag. **IVY** stimulates hair scalp circulation.

HairGro™



- Stimulates hair growth at the root
- Prolongs the life cycle of hair
- Fully restores the vitality of the hair
- For denser hair in just 3 months



Pu_Ree® HairGro™
Study results



HairGro™

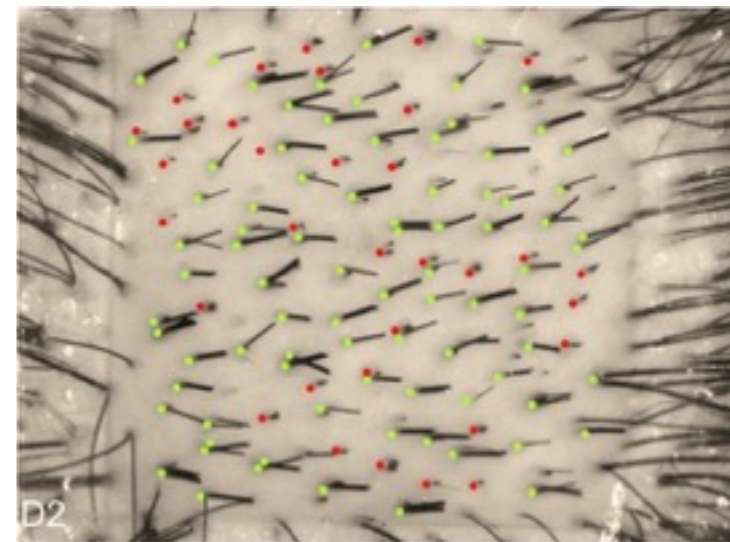
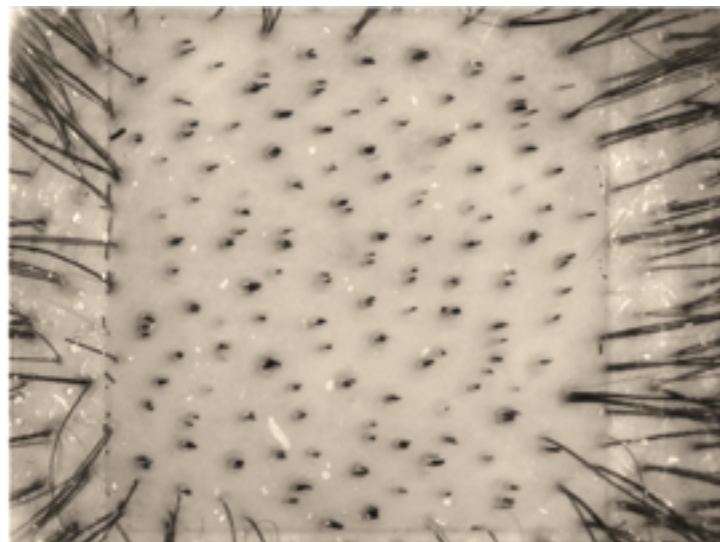
Stimulating hair growth and fighting hair loss

Based on sprouts of organic pea, HairGro™ reduces hair loss by inducing dermal papilla cells to reactivate hair growth.

HairGro™ was shown, thanks to DNA microarray analysis of plucked hair follicles, to activate, in the dermal papilla, specific signal molecules which are required to initiate the growth of a new hair.

- Noggin, a protein that shortens the telogen phase
- FGF-7, fibroblast growth factor-7, which promotes the proliferation activity of the matrix keratinocytes to start a new anagen phase.

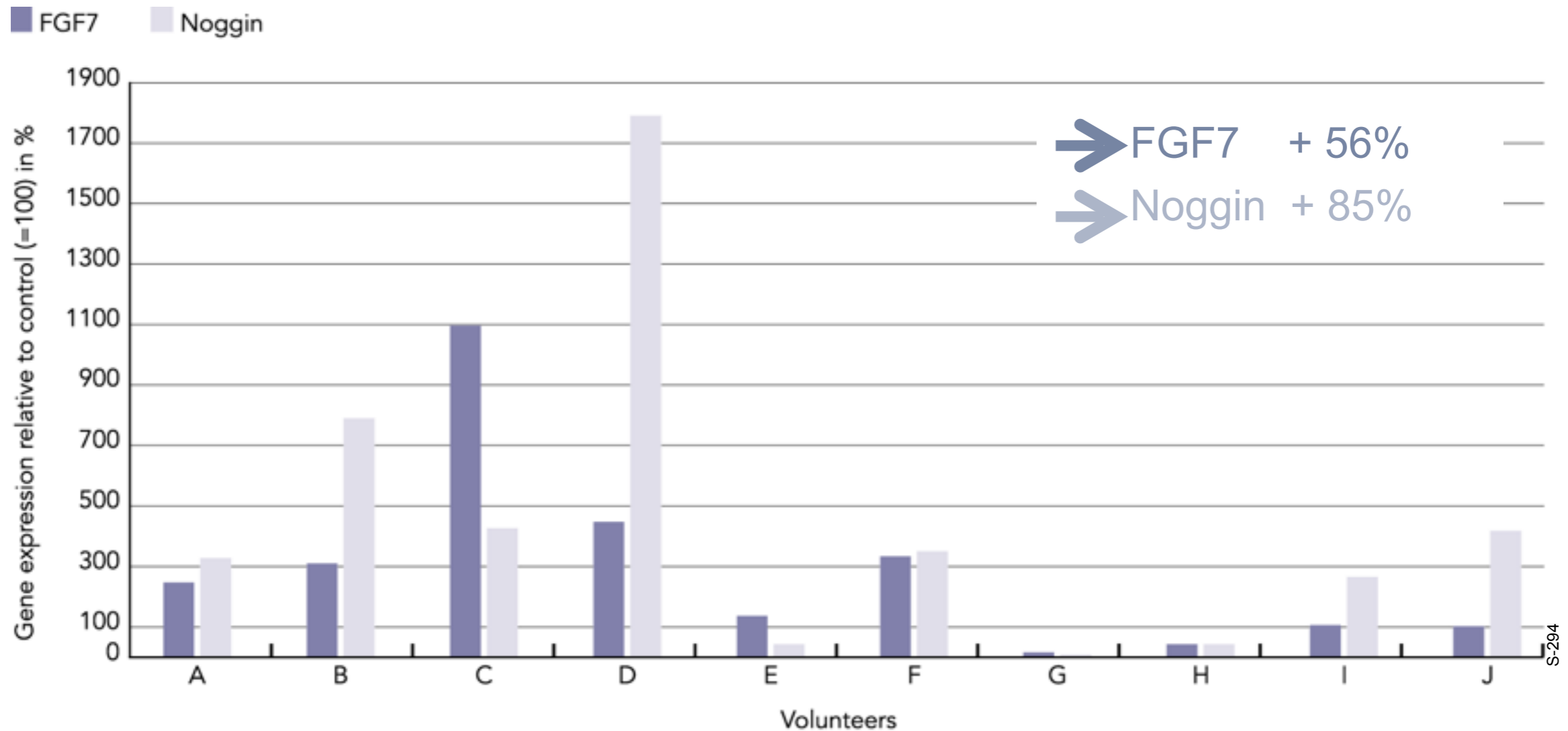
These results were confirmed with the phototrichogram technique: After three months' treatment, HairGro™ Accelerator was found to reduce hair loss and to increase hair vitality: the density of anagen hair was increased whereas the density of telogen hair was strongly reduced.



- anagen hair
- telogen hair

As a consequence, HairGro™ increased the hair growth coefficient from 4 to 7.2 indicating a strong hair-regrowing effect. By reactivating hair growth, *PuRee*® Intensive Hair Growth Tonic helps the hairs to keep their original density and thickness.

Results of Gene Expression Analysis



FGF7 Fibroblast growth factor-7, promotes proliferation activity of matrix keratinocytes at the beginning of a new anagen phase

Noggin Shortens the telogen phase

→ *Pu_Rec* Intensive Hair Growth Tonic can stimulate the dermal papilla to induce the growth of new hair

Pú_Ree®

21 London Road, Sea Point, Cape Town, South Africa

t: +27 82 3585655

e: info@puree.co.za

w: www.puree.co.za