



VENCARE  
ITALY

# Stop losing your hair... make it **grow** again

## DOUBLE EFFECT



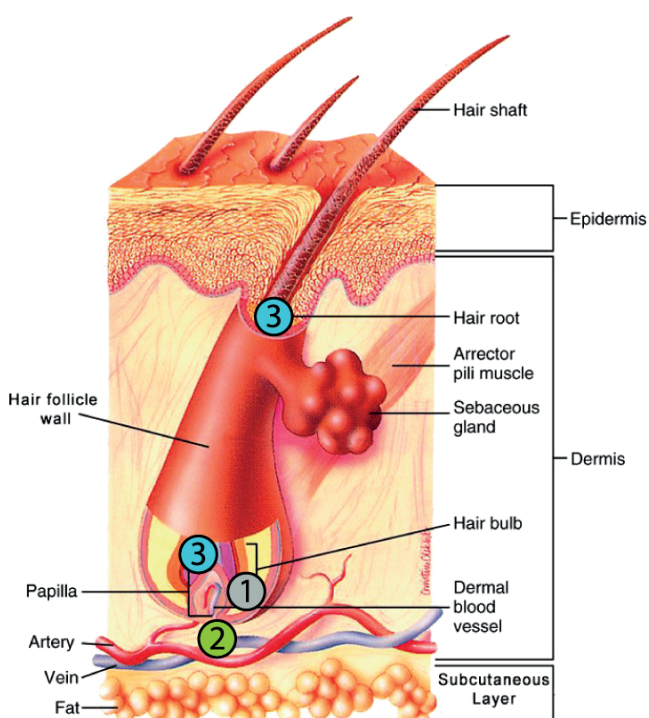
### ANTI HAIR LOSS

By the increase of the proportion of anagen hair and the reinforcement of the epithelium sheath and hair bulb.

### ANTI HAIR AGEING

Promoted by the stimulation of the hair follicle cell metabolism, the synthesis of the adhesion molecules and the keratinocyte multiplication.

## COMBINED AND TARGETED ACTION



### Oleanolic acid

**\*Target:** dermal papilla.

**\*Action :** inhibition of 5-a-reductase type I and II and reduction of DHT levels.

**\*Effect :** increase of hair in anagen phase and slow down in hair loss.

### Apigenin

**\*Target :** blood

**\*Action :** vasodilation

**\*Effect :** enhanced capillary perfusion of the hair follicle.

### Biotin

**\*Target :** areas of cell proliferation (epithelium sheath and dermal papilla).

**\*Action :** stimulation of the anchoring molecules, keratinocyte multiplication, protection and repair of the hair follicle

**\*Effect :** strenghtened growth, slow down in the ageing process.

## VENCARE FORTIFICATION SHAMPOO

### HOW TO USE

- Wet your hair, apply the product and massage gently.
- Leave it on for a few minutes and then rinse with plenty of water .
- Repeat if necessary.



## VENCARE FORTIFICATION INTENSIVE LOTION

### HOW TO USE

- After the use of vencare Fortification shampoo, distribute the lotion on the scalp and towel-dry hair using the nozzle of the bottle.
- Make a gentle circular massage on the scalp to activate microcirculation.
- Do not rinse. Proceed in drying and styling.
- The use of the lotion can be independent from the shampoo, it can be also applied to dry hair.



## F3C LOTION

- Vencare F3C Lotion makes your hair stronger and thicker, giving them luster and a beautiful appearance.
- The product is enriched with 3% concentration of an effective and clinically tested formula resulting from the combined action of 3 active ingredients: Biotinyl-GHK (9 ppm), Apigenin and Oleanolic acid.

### HOW TO USE

- Apply a vial of Vencare F3C Lotion daily, half vial in the morning and half at night, for at least four months of usage.
- Apply on the scalp starting from the thinning areas, on wet or dry hair, and massage in circular movements to favour absorption.
- Proceed to style hair without rinsing.



