

CRESCINA®

R E - G R O W T H

HFSC

TRANSDERMIC TECHNOLOGY



SWISS PATENT
CH 703 390

HELPS THE
PHYSIOLOGICAL
HAIR GROWTH
ON THINNED
AREAS

EFFECTIVE IN 100% OF THE SUBJECTS TESTED

LABO
LABO COSPROPHAR



Crescina Transdermic HFSC

Swiss and European Patents

SWISS PATENT CH 703 390

SWISS PATENT CH 711 466

SWISS PATENT CH 697 229

SWISS PATENT CH 693 815

SWISS PATENT CH 693 814

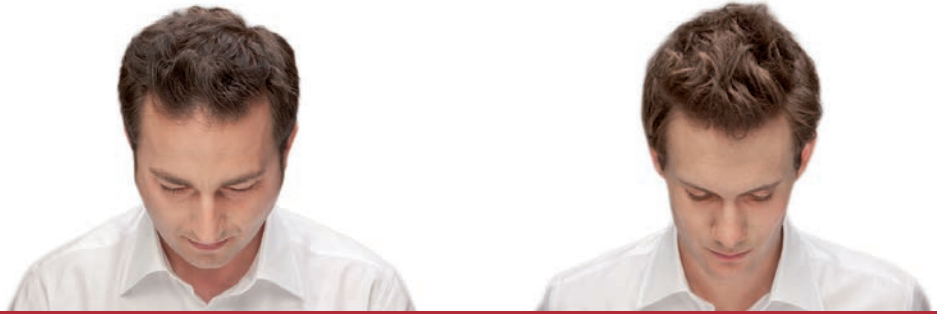
SWISS PATENT CH 693 816

SWISS PATENT CH 704 629

EU PATENT EP 2 561 858

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Scale of Thinning Hamilton / Norwood



INITIAL GRADES



MEDIUM GRADES



ADVANCED GRADES

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Eye-Catching Selling Proposition

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Why Crescina Transdermic HFSC

1. THE FIRST DERMO-COSMETIC TREATMENT ABLE TO ADDRESS HAIR THINNING

Thanks to the Re-Growth formulation which acts on the hair bulb to promote the creation of a new hair.

2. NEW FORMULA IMPROVED BY TRANSDERMIC TECHNOLOGY

Transdermic Technology makes Crescina preparation unique thanks to a controlled transdermic activity.

3. EFFECTIVE IN 100% OF THE SUBJECTS TESTED

The cosmetic activity performed by Crescina is documented by numerous *in vivo* and *in vitro* clinical and instrumental efficacy tests.

Crescina Transdermic HFSC comes in **three** dosages:

Initial Dosage 200
Medium Dosage 500
High Dosage 1300

All formulations and dosages exist in two specific variations:

For man
For woman

CRESCINA®



LABO
LABO COSPROPHAR

The First Dermo-Cosmetic Treatment Able to Address Hair Thinning

To understand the unique quality of Crescina, it is important to distinguish between the problem of Hair Loss and the problem of **Hair Thinning**.

Hair Loss is an evolving phenomenon, represented by the detachment of the hair shaft from its seat, the hair follicle. In case of natural hair loss, the hair is replaced.

Hair Thinning is an actual condition, caused by the **lack of or a scarce hair regrowth**, after the hair has fallen out (even if it is not noticeable). It manifests itself in a lower hair density in specific areas of the scalp, defined as «thinned areas».

Crescina Transdermic HFSC is not just another anti-hair loss product, which usually focuses on slowing down and counteracting the detachment of hair already present on the scalp.

Crescina has been designed to help **prevent and treat hair thinning** dependent on physiological (not pathological) causes, and when the quantity and quality of hair gradually decreases due to a disrupted hair follicle activity.

Difference Between Hair Loss and Hair Thinning

HAIR LOSS

Detachment of a hair from its natural site (the follicle)

ANTI-HAIR LOSS PRODUCT



Anti-hair loss products act on the elasticization of the walls and on the anchoring of the bulb to the follicle, **stopping the premature detachment of the hair.**

HAIR THINNING

Lack of hair re-growth

CRESCINA RE-GROWTH



Crescina Re-Growth is the first treatment able to act on the reactivation of regrowth processes on non-atrophied bulbs, **supporting the physiological hair regrowth.**

New Formula Improved by Transdermic Technology

Crescina Transdermic HFSC is a topical treatment for cosmetic use that promotes the physiological hair growth.

Thanks to the **Transdermic Technology**, the active substances of Re-Growth and HFSC Complexes can penetrate through the hair system not only via trans-follicular route (follicle opening) but also through the scalp skin layers (*ex vivo* test with Franz Cells) assisted by both their low molecular weight and the presence of 3 enhancers (Pentylene Glycol, Decylene Glycol, Caprylyl Glycol), **Swiss Patent CH 711 466**.

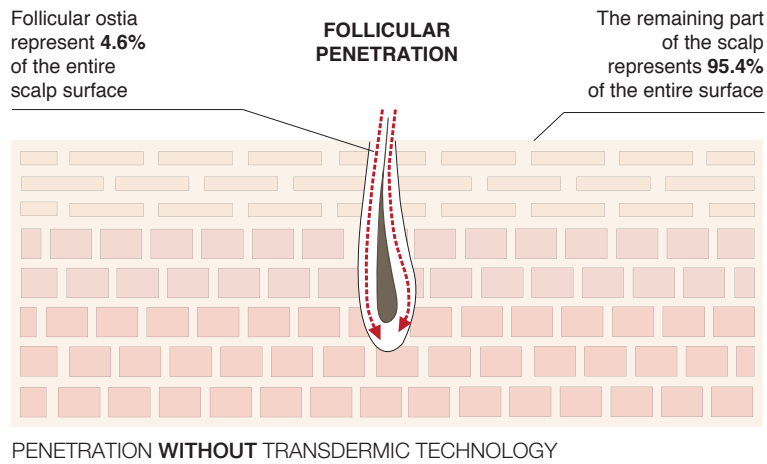
Very low molecular weight, ranging between 100 and 20,000 Dalton.

Measurement of the quantity of substance that penetrates into the scalp skin layers with Franz Cells tool.

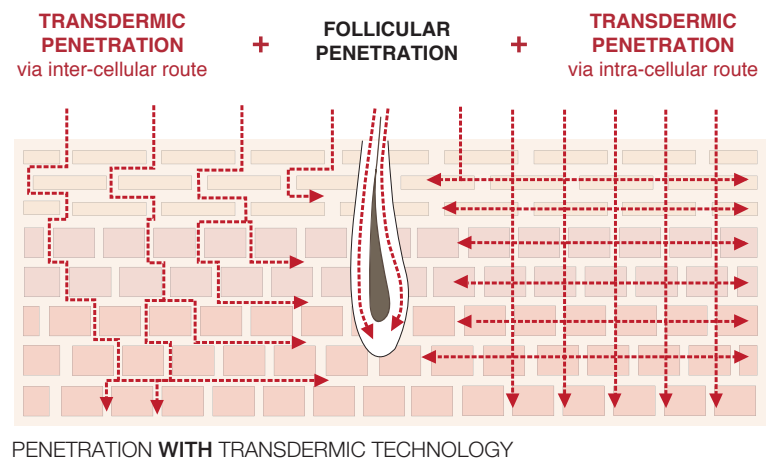
Penetration percentage of the active ingredients disclosed on the packaging of Crescina Transdermic HFSC.

Transdermic Technology: How It Works

The penetration of the active ingredients through the single follicular ostium allows them to penetrate on a surface equal to **4.6%** of the scalp.



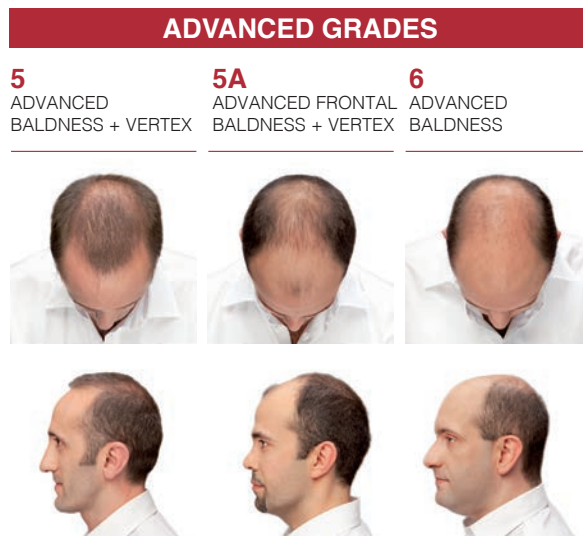
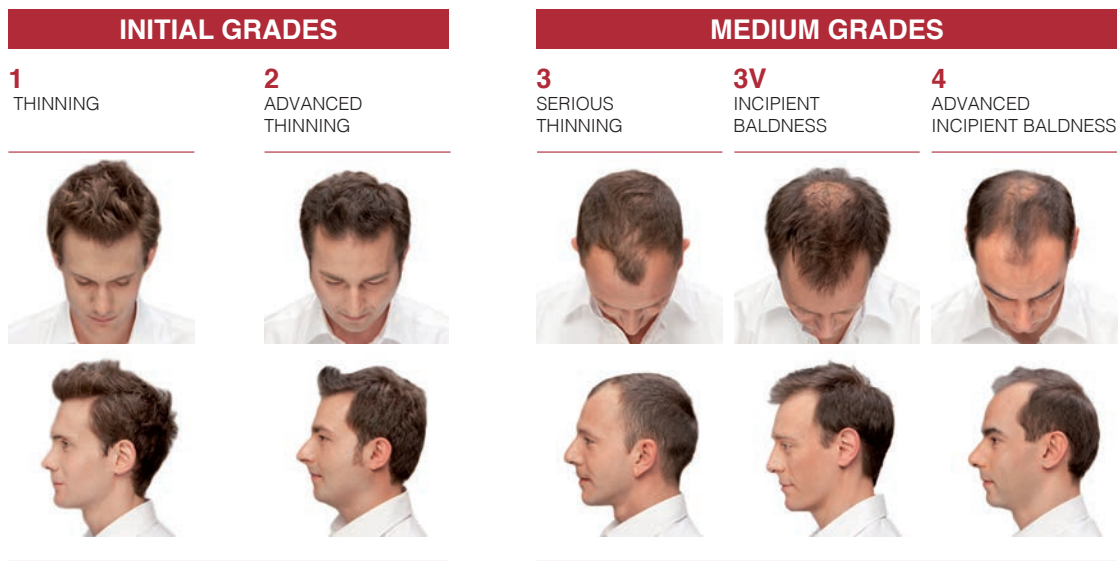
The penetration of the active ingredients via intra-cellular and via inter-cellular route (thanks to both the Transdermic Technology and the enhancers) allows to cover the remaining **95.4%** of the scalp.



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Crescina Transdermic HFSC: Dosages

The concentrations of Crescina active ingredients have been developed according to the stages of thinning listed in the **Hamilton / Norwood** scale for men and in the **Ludwig / Savin** scale for women.



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INITIAL GRADES

I1
ADVANCED
THINNING



MEDIUM GRADES

I2 **I3**
INCIPIENT BALDNESS INCIPIENT BALDNESS



ADVANCED GRADES

II4 **II1** **II2**
FEMALE BALDNESS FEMALE BALDNESS FEMALE BALDNESS



CRESCINA TRANSDERMIC HFSC 100% FORMULA

Crescina Transdermic HFSC: Re-Growth Formulation

The Re-Growth formulation is recommended in cases of thinned scalp, to promote the creation of a new hair in the areas of interest.



Specific formulae for Man and Woman. Available in 20-vial boxes and in 40-vial boxes, and in the three dosages: 200 for initial stages, 500 for medium stages, 1300 for advanced stages.

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Crescina Transdermic HFSC: Complete Treatment

The Complete Treatment combines in a single package the two preparations:

Crescina Transdermic HFSC Re-Growth for thinned hair, which stimulates the physiological hair growth

Crescina Transdermic Anti-Hair Loss, useful to counteract the premature detachment of the hair and to reduce the hair loss.



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Specific formulae for Man and Woman. Available in 10+10-vial boxes and in 20+20-vial boxes, and in the three dosages: 200 for initial stages, 500 for medium stages, 1300 for advanced stages.

Effective in 100% of the Subjects Tested*

Beginning of the treatment:

An average of 108 hairs on 1.8 cm² (i.e. 60 hairs in 1 cm²).
People, who do not suffer from hair thinning, have an average of 250 hair/cm².
23 Subjects tested with Crescina Re-Growth treatment and 23 with the placebo.

After 4 months of treatment with Crescina Re-Growth:

All of the subjects recorded positive results, recording an average increase of 10,56 new hairs/cm².

6.300 New Hairs Growing

Since the overall surface of an adult scalp measures 600 cm², the total number of new hairs would be 6.336.
Volunteers that applied a Placebo product have shown an average increase of 1.559 new hairs.

*Source: Efficacy study N. 15, F.U.05.C.L_2011/2192 – April 2012

International Endorsement

The 2012 *in vivo* study was published by Springer Healthcare in its scientific magazine Dermatology and Therapy.

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P.O.S. Materials

P.O.S. Materials

Thinometer

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CRESCINA[®]
TRANSDERMIC
SCALE OF HAMILTON / NORWOOD / LABO

| INITIAL GRADES | | MEDIUM GRADES | | | ADVANCED GRADES | | |
|--|--|--|--|--|---|--|--|
| 1 THINNING | 2 ADVANCED THINNING | 3 SERIOUS THINNING | 3V INCIPIENT BALDNESS | 4 ADVANCED INCIPIENT BALDNESS | 5 ADVANCED BALDNESS + VERTEX | 5A ADVANCED FRONTAL BALDNESS + VERTEX | 6 ADVANCED BALDNESS |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| CRESCINA TRANSDERMIC RE-GROWTH 200 | | CRESCINA TRANSDERMIC RE-GROWTH 500 | | | CRESCINA TRANSDERMIC RE-GROWTH 1300 | | |
| LABO LABO COSMOPHAR | | | | | | | |

CRESCINA[®]
TRANSDERMIC
SCALE OF LUDWIG / SAVIN / LABO

| INITIAL GRADES | MEDIUM GRADES | | ADVANCED GRADES | | |
|---|---|---|--|---|---|
| I1 ADVANCED THINNING | I2 INCIPIENT BALDNESS | I3 INCIPIENT BALDNESS | II4 FEMALE BALDNESS | II1 FEMALE BALDNESS | II2 FEMALE BALDNESS |
|  |  |  |  |  |  |
| CRESCINA TRANSDERMIC RE-GROWTH 200 | CRESCINA TRANSDERMIC RE-GROWTH 500 | | CRESCINA TRANSDERMIC RE-GROWTH 1300 | | |
| LABO LABO COSMOPHAR | | | | | |

 **SWISS PATENT**
Crescina is a cosmetic treatment for topical use in men.
It is not efficient against pathological alopecia. The indication of Crescina drugline is purely indicative. Crescina, Swiss Patent CH 703 390, CH 710 438.
Thinometer, Swiss Patent CH 693 199.

CRESCINA TRANSDERMIC HF5C 100% FORMULA

P.O.S. Materials

Window Card



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P.O.S. Materials Flyer Thinometer

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CRESCINA TRANSDERMIC HFSC 100% FORMULA

P.O.S. Materials



**Free Samples
(Man / Woman)**



Consumer Leaflet



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Crescina in the World

CRESCINA TRANSDERMIC HFSC 100% FORMULA



Ave Pharmacy, Moscow



Sensiblu Pharmacy, Bucharest



BinSina Pharmacy, Dubai



Ave Pharmacy, Moscow



Kanaki Fotini Pharmacy, Athens



Zaytouna Pharmacy, Beirut

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CRESCINA TRANSDERMIC HFSC 100% FORMULA

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LCX, Hong Kong



Lord & Taylor, New York



Counter at Pondok Indah Mall, Jakarta



Beautiqa Store, Manila



Ave Pharmacy, Moscow

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H F S C
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SWISS AND EUROPEAN PATENTS

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SWISS PATENT CH 711 466

SWISS PATENT CH 697 229

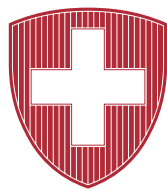
SWISS PATENT CH 693 815

SWISS PATENT CH 693 814

SWISS PATENT CH 693 816

SWISS PATENT CH 704 629

EU PATENT EP 2 561 858



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