

Scalp & Hair Home Protocol

The HR³ MATRIX range, what each product is actually for, and how to use it properly.

Who this is for: anyone who wants a considered scalp routine — including people who have noticed thinning or more shedding than usual.

What these products are: registered scalp and hair cosmetics. The shampoo is registered for scalp and hair cleansing, the tonic for scalp nourishing and hair conditioning, the peeling as a scalp refresher, and the ampoule for nutrition supply and hair conditioning.

What they are not: none of them is registered or licensed to treat hair loss, and this document does not claim they do. **If you are losing hair, see a doctor.** Hair loss has many causes — hormonal, autoimmune, nutritional, thyroid, medication, stress — and several of them are treatable with things a cosmetic cannot replace. A good scalp routine sits alongside that diagnosis; it does not substitute for it.

Why the UAE is hard on a scalp

None of this is about hair loss specifically. It is about the conditions a scalp has to cope with here, which are genuinely tougher than in most climates, and which a routine can do something about.

- **Hard water.** Gulf tap water is mineral-heavy, and those minerals deposit on the scalp and hair. It is the single most practical thing on this list, and a shower filter fixes it.
- **Heat and sun.** Part lines burn. Most people never think to protect a parting, and it is exposed skin like any other.
- **Air conditioning.** Continuous dry air pulls moisture out of skin and hair, indoors, all year.
- **Dust and pollution.** Fine particulate settles on the scalp between washes and mixes with sebum and styling product.
- **Stress and sleep.** Well documented as a trigger for temporary shedding — a doctor can tell you whether that is what is happening.

Daily — morning

1. Wash, and leave it on for three minutes

HR³ MATRIX MEDI SCALP SHAMPOO α · 300 ml · AED 340

Work 3–5 ml into the **scalp**, not just the lengths, with fingertips rather than nails. Then leave it for **three minutes before rinsing**. That instruction is on the manufacturer's Russian panel and nowhere on the English one, and it matters: without dwell time a shampoo gives its actives no contact at all.

This is the one product in the range with an ingredient at a dose the literature would recognise — **caffeine at 1.000%**. For scale, the tonic below runs caffeine at **10 ppm**, about a hundredth of it. It is also the coldest-feeling wash you are likely to own: **menthol 1.120%**.

Rinse with lukewarm water, not hot. If your water is hard, a final rinse with filtered water is worth the trouble.

2. Tonic, and leave it alone

HR³ MATRIX HAIR TONIC α · 70 ml · AED 290

Part the hair and apply to the scalp — crown, hairline, part lines — then massage in circles for half a minute. **Do not wash it off, and leave it at least three to four hours.** Morning and evening.

Two of its ingredients sit at exactly the concentrations that make them functional actives: **panthenol 0.200%** and **menthol 0.300%**. Its certificate is the strongest in the GENOSYS range, and it measures them rather than merely declaring them — panthenol came back at 103.40% of declared, menthol at 99.37%, salicylic acid at 101.28%.

It is also **9.5% alcohol**, which is worth knowing before you put it near a freshly shaved neckline. **Period after opening: three months** — the shortest in the range, so buy it to use, not to store.

The tonic has a real avoid-list, and it is on the Korean panel only

It carries **salicylic acid at 0.250%**. The manufacturer advises avoiding it if you have **salicylic acid sensitivity, diabetes, a circulatory disorder or impaired kidney function**, and while **pregnant, possibly pregnant, or menstruating**. Not for children under three.

Given how common diabetes is in the UAE, this is not a footnote. It appears on no English panel. If any of it applies to you, use the shampoo and skip the tonic, or ask your doctor first.

Daily — evening

3. Brush the scalp

HR³ MATRIX SCALP BRUSH · AED 50

Gentle circular passes from the hairline back, a couple of minutes. It lifts flakes and product build-up and spreads whatever you have applied. Mechanical, cheap and entirely honest about what it does.

Weekly — before a treatment

4. Clear the scalp

HR³ MATRIX SCALP PEELING α · 100 ml · AED 290

Despite the name this is **not an exfoliating peel**. It is a prep solution: **33.6% denatured alcohol** with **12% propylene glycol**, which strips sebum and product build-up in seconds. The salicylic acid in it is **99 ppm** — a twenty-fifth of the tonic's dose, and nowhere near an exfoliating concentration. The alcohol and the glycol do the work.

Decant about 5 ml, soak a cotton swab, and rub it firmly along each parting. **It is not rinsed off, and it does not go in the shower.** Its purpose is to leave the scalp clean and dry for whatever follows.

Expect it to be cold and sharp — it carries **1.7% cooling agents**, the most of anything GENOSYS makes. It stings broken skin, it is flammable while wet, and it is **not a disinfectant**: alcohol needs roughly 60–70% to work that way.

Course treatment — not a nightly step

5. The ampoule

HR³ MATRIX HAIR SOLUTION α · 4 ml × 8 vials · AED 740

This is a **session product, one sealed 4 ml vial at a time**, and the vial must be used immediately once opened — it is preserved with only 30 ppm of phenoxyethanol and is not built to sit half-used. Eight vials is eight sessions, not a bottle you dispense from nightly.

Apply along partings roughly 1–2 cm apart, on a clean dry scalp, and massage in. It is designed to be driven in with a roller or stamp rather than rubbed on, which is what the Mesopecia Kit and the HairGen BOOSTER below are for.

What is in it, plainly: the four growth-factor peptides the box names total **1.2 parts per million** between them. What is present at a working dose is the carrier — **propylene glycol 9.995%** with **carbomer 0.450%** so it stays on the parting instead of running off — plus **niacinamide 0.100%** and **panthenol 0.100%**. Its copper tripeptide-1 at **5 ppm** is the highest in the range.

Avoid during pregnancy and breastfeeding. Printed on both registered cartons.

What is actually in these products

Ingredient lists on cartons run in the manufacturer's own order, not by quantity, so an ingredient can head a list and still be present in parts per billion. These are the measured concentrations from the signed formulas.

INGREDIENT	WHERE IT ACTUALLY IS, AND HOW MUCH	WORTH KNOWING
Caffeine	Shampoo 1.000% · Tonic 10 ppm Not in the solution or the peeling	The one substantial dose in the range, and it is in the cheapest daily product
Menthol	Peeling 0.900% · Shampoo 1.120% Tonic 0.300% · Solution 0.200%	The cold. The peeling carries the most cooling agent overall at 1.7% combined
Panthenol	Tonic 0.200% · Solution 0.100% Shampoo 75 ppm	At its listed functional concentration in the tonic; far below it in the shampoo
Copper tripeptide-1	Solution 5 ppm · Tonic 1 ppm Shampoo 10 ppb · Peeling 5 ppb	Named on all four cartons; a thousandfold spread between them
Niacinamide	Solution 0.100% only	Not in the tonic, whatever you may have read from us before
Biotin	Shampoo 2 ppm only	Not in the solution. Named on the shampoo carton, present at trace
Saw palmetto	Solution 10 ppm · Shampoo 1 ppm	Present, and far too little to be credited with anything
Salicylic acid	Tonic 0.250% · Peeling 99 ppm None in the shampoo	Only the tonic's is a working dose — and it is the reason for the avoid-list
Growth-factor peptides	Solution, 1.2 ppm for all four combined	Named individually on the box, so the total is worth stating

A correction to our own earlier advice

An earlier version of this protocol stated that the solution contained biotin and caffeine, that the tonic contained niacinamide, that its copper peptides were "high-concentration", and that saw palmetto blocks DHT. **None of that was right.** It also told you to rinse the scalp peeling off, which is the opposite of how it is meant to be used. The table above is taken from the signed formulas, and this document will not carry a claim we cannot show you the number for.

Adding needling

Both options below put the ampoule *into* the scalp rather than on it. They are optional, and neither is necessary for the daily routine to be worth doing.

HR³ MATRIX MESOPECIA KIT — AED 1,100

Scalp Peeling α 100 ml · Hair Solution α 4 ml × 6 · GENOSYS roller 0.5 mm

The peeling and the ampoule you already know, boxed with a **0.5 mm roller**. Rolled along each parting with the solution released from the dropper as you go, then a light massage. Worth being straight about the maths: bought separately those two liquids come to AED 845, so the roller accounts for AED 255 — and if what you want is a longer course, the standalone eight-vial box gives you more product for less money without the roller.

HairGen BOOSTER — AED 1,800

Auto-microneedling LED device · takes one 4 ml vial and one single-use 52-needle stamp per session

A powered handpiece that stamps automatically while the solution feeds through it. Three speeds — 280, 330 and 400 RPM — and it stops itself after ten minutes. A fresh stamp and a fresh vial go on each time; replacement stamps are **AED 600 for a box of eight**.

Do not use a roller, stamp or needling device if...

- you have a **metal allergy** — the needles are steel;
- your skin is **keloid-prone**;
- you have **progressive acne, eczema or any active dermatitis**;
- the area is **inflamed, broken, sunburned, freshly shaved or at risk of infection**;
- you have **complications of diabetes or another serious illness** — ask your doctor first.

Sets

DAILY ESSENTIALS	PRICE
HR ³ MATRIX MEDI SCALP SHAMPOO α · 300 ml	340
HR ³ MATRIX HAIR TONIC α · 70 ml	290
HR ³ MATRIX SCALP BRUSH	50
Total	AED 680

FULL ROUTINE — ADDS THE WEEKLY PREP AND A COURSE OF AMPOULES	PRICE
HR ³ MATRIX MEDI SCALP SHAMPOO α · 300 ml	340
HR ³ MATRIX HAIR TONIC α · 70 ml	290
HR ³ MATRIX SCALP PEELING α · 100 ml	290
HR ³ MATRIX HAIR SOLUTION α · 4 ml × 8	740
HR ³ MATRIX SCALP BRUSH	50
Total	AED 1,710
WITH NEEDLING — PROFESSIONAL OR SUPERVISED USE	PRICE
Everything in the full routine above	1,710
HR ³ MATRIX MESOPECIA KIT · includes a 0.5 mm roller	1,100
HairGen BOOSTER · auto-microneedling LED device	1,800
Hair-GENTRON · LED helmet, for clinic use	3,300
Total	AED 7,910

Prices include VAT. Orders over AED 1,000 ship free within the UAE.

Getting more out of the routine

Things that reliably go wrong

1. **Treating the hair instead of the scalp.** Every product here works on skin. The lengths are downstream.
2. **No dwell time.** A shampoo rinsed out immediately has done nothing but clean.
3. **Hot water.** Lukewarm. Hot water strips a scalp you are trying to look after.
4. **Nails instead of fingertips.** Scratching a scalp is not stimulating it.
5. **Ignoring hard water.** A shower filter is the cheapest useful thing on this page.
6. **Washing the tonic off.** It needs three to four hours on the scalp.
7. **Opening an ampoule and saving half.** Use it or lose it.
8. **Tight styles.** Ponytails, tight braids and buns pull on follicles all day.

Worth doing in this climate

- Fit a **shower filter** for hard-water minerals.
- Cover your **part line** in the sun, or use a scalp-safe SPF spray on it.
- **Humidify** heavily air-conditioned rooms.
- Wash the day's **dust** out rather than letting it sit overnight.
- Drink properly and sleep properly. Dull advice; it holds.
- For **sudden, patchy or rapid** shedding, see a dermatologist rather than a routine.

What to expect, honestly. A scalp routine cleans and conditions the skin your hair grows out of, in a climate that works against it. That is a real benefit, and it is the one we will put in writing. What we will not give you is a month-by-month regrowth schedule — an earlier version of this document did, and it should not have. Judge these products on how your scalp feels. Judge hair loss with a doctor.

GENOSYS Middle East FZ-LLC · official UAE distributor of GENOSYS Korean dermacosmetics since 2019 · genosys.ae
Concentrations quoted are from the manufacturer's signed formulas and certificates of analysis. Revised August 2026.