

# GENOSYS HR<sup>3</sup> MATRIX SCALP SHAMPOO α



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## Concept

GENOSYS HR<sup>3</sup> MATRIX SCALP SHAMPOO α removes impurities and instantly cools down the scalp heat that causes hair loss. And it supplies nutrients to scalp, making scalp and hair healthy.

[NET WT. 300ml]

- ✓ Approved as a 'functional product that improves the conditions of hair loss' by KFDA
- ✓ Cleanses the scalp & hair
- ✓ Cools down the scalp heat and gives the sense of freshness to the scalp
- ✓ Moisturizes and nourishes the scalp and hair

## How to Use

1. Take the moderate amount in hands and emulsify.
2. Apply to damp hair and massage for at least three minutes.
3. Rinse off with water thoroughly.

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## Comparison

	Before (SCALP & HAIR SHAMPOO)	After (SCALP SHAMPOO α)
KFDA Approval	The renewed product is approved as a ‘functional product that improves hair loss’ by KFDA.	
Sulfate	Sodium Laureth Sulfate	Sulfate-Free
Key Ingredients	Biotin, Panthenol, Piroctone Olamine, Niacinamide, Panax Ginseng Root Extract, Acorus Calamus Root Extract, Malt Extract Concentrated Powder, Menthol	Biotin, Panthenol, Piroctone Olamine, Niacinamide, Panax Ginseng Root Extract, Acorus Calamus Root Extract, Malt Extract Concentrated Powder, Menthol
	Sophora Japonica Bud Extract, Punica Granatum Fruit Extract, Camellia Sinensis leaf Extract, Coix Lacryma-Jobi Ma-yuen Seed Extract, Artemisia Vulgaris Extract	Viscum Album (Mistletoe) Extract, Saccharomyces Cerevisiae Extract, Glycine Soja (Soybean) Seed Extract, Oryza Sativa (Rice) Bran Extract, Sesamum Indicum (Sesame) Seed Extract, Diospyros Kaki Fruit Extract, Camellia Japonica Leaf Extract, Ceratonia Siliqua (Carob) Fruit Extract, Salicylic Acid

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## KEY INGREDIENTS



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## Piroctone Olamine



- It reduces sebum production.
- It helps eliminate the fungal infections which cause dandruff.
- It relieves itchiness.

## Biotin



- Vitamin B7
- It increases the elasticity of hair's cortex, thus preventing and minimizing hair breakage.

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## Viscum Album Extract



- Patented composition for preventing hair loss and promoting hair growth
- It increases the expression of hair growth factors such as VEGF and IGF-1.

## HP-DCC Complex



- Patented composition for improving scalp and hair conditions
- It provides anti-oxidant and anti-inflammatory effects.
- It decreases the expression of 5 $\alpha$ -reductase.

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## Acorus Calamus Root Extract



- It has an excellent anti-bacterial effect.
- It promotes blood circulation.
- It helps prevent the scalp from aging by blocking the oxygen free radicals.

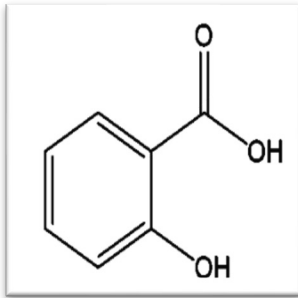
## Saccharomyces Cerevisiae Extract



- It is a good source of protein that makes up hair.
- Rich in Vitamin B, it provides the nutrients essential for the synthesis of keratin.
- Rich in minerals such as selenium, it helps to prevent and eliminate dandruff.

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## Salicylic Acid



- It removes flaking and sebum remnants.
- It cleanses clogged follicles.
- It soothes scalp inflammation and prevents itchiness.

## Menthol



- It has an excellent cooling effect that reduces the heat sensation in the scalp. The heat in the scalp can cause hair loss and seborrheic dermatitis. The cooling effects of menthol can alleviate scalp irritation and redness.



Thank You