



## **PRESS KIT**

### **The company**

**Cesare Ragazzi Laboratories**

**AdviHair S.r.l. - Via Benini, 11 - 40069 Zola Predosa (BO) - P.IVA 11495171008**

## Cesare Ragazzi Laboratories

Cesare Ragazzi Laboratories is an established leader in the field of scientific research into hair and scalp disorders, and the development of effective treatments. Since opening our first private clinic in Italy over forty years ago, we have treated over a million clients from all over the world.

### History

The company first opened its doors in 1968 with a small research laboratory that created the pioneering CNC non-surgical method of non-invasive full and partial hair replacement.

The company continued to expand throughout the 1980s and 1990s, firmly establishing itself as a leader in the field of hair care – thanks not only to the CNC system, but also to an innovative line of rigorously-tested, targeted hair care products and advanced treatments.

Later acquired by AdviCorp PLC, Cesare Ragazzi Laboratories re-launched the brand to highlight the innovations behind its unique range of products and solutions, which set it apart from the competition.

There are currently over 30 clinics operating across Italy, Switzerland and Brazil. Further Cesare Ragazzi Laboratories clinics are planned to open in the USA, UK and China.

The company also offers a discreet international mobile clinic treating some of the world's most successful businessmen and women, leading athletes and actors.

### CRHair Division

The CNC non-surgical hair system

The CNC® system is the most efficient method for full and partial hair replacement.

Clinically tested, practical, non-surgical and natural-looking, this special, patented method springs from our company's continuous research in collaboration with the Dermatology Clinic and the Chemistry Department of the University of Modena and the Pharmaceutical Chemistry Department of Rome's La Sapienza University.

Natural human hairs are sewn by hand onto a thin, light, breathable base – the "[second scalp](#)" – which is made of a special polymer resin to match the precise distribution, inclination and direction of the client's own natural hair growth. The method produces perfect hair thickness and colour, both of which are determined by closely studying the client's individual characteristics. This method can only be achieved by hand through meticulous work by skilled professionals who use only the highest quality human hair

and materials.

The hair used in the CNC® system is anchored to the client's scalp using a special medical adhesive, dermatologically tested at the Cosmetology Centre at the University of Ferrara.

The CNC® system has powerful anti-bacterial properties and provides complete "breathability" for the scalp, while being traction-resistant regardless of changes of weather or temperature – so clients can return to enjoying a completely normal and active lifestyle without the need for radical surgical procedures.

### Process

#### PHASE 1 Scalp mapping

Computer mapping of the scalp and alopecic area.

#### PHASE 2 Cast production

Cast created using specialist computer imaging, cloning the contours of the skull and scalp.

#### PHASE 3 Cloning and pantone matching

Clone membrane created by robotic technology, replicating exact shape, lines and pantones of client's scalp.

#### PHASE 4 Hair selection and matching

Meticulous selection of high-grade human hair to replicate color and texture.

#### PHASE 5 Implanting

Hairs implanted individually into membrane, mirroring original direction of growth.

#### PHASE 6 Non-surgical grafting

The membrane is non-surgically grafted onto the scalp before professionals complete a final styling.

#### PHASE 7 CNC System fully integrated

Hair can now be exposed to all activities including swimming and high impact sports. Ongoing care in clinics under the guidance of a dedicated Cesare Ragazzi Laboratories consultant.

## Recognition

In recognition of the system's success, the company has frequently been invited to deliver guest lectures to students of the Master's Degree in Medicine and Surgery, presenting the wide-reaching benefits of their product in the treatment of baldness. In 2008, Cesare Ragazzi Laboratories presented at the International Symposium of Aesthetic Surgery organized by the University of Bologna to celebrate the 800 year anniversary of the Faculty of Medicine.

The Cesare Ragazzi Laboratories CNC Hair replacement system is aimed at both men and women of all ages.

## **CRLab Division**

### Hair Health And The Prevention Of Hair Loss

Alongside the CNC system offering full and partial hair replacement, Cesare Ragazzi Laboratories also offers a wide range of targeted hair products and treatments that fight hair loss and help to restore and maintain scalp health. In collaboration with university hospitals and biochemical and dermatological institutes, the CRLab - a Trichology division - has developed five product lines dedicated to men and women.

CRLab's Tricosil range has been designed under advanced, laboratory conditions to combat hair loss and boost growth.

All products have been produced using advanced pharmaceutical-grade inhibitors designed to tackle 5-alpha-reductase - the enzyme responsible for triggering hair-loss inducing Dihydrotestosterone. All products have been dermatologically tested and comply to international GMP legislation 713/86.

(Remove Tricotest details here as in theory relates to both CRHair and CRLab and - will cause confusion)

## **Tricosil Range**

### **Anti-Sebum Treatments**

The anti-sebum line offers a full range of products designed to fight excessive sebum production and restore balance to the scalp.

Tricosystem Sebocomplex: A sebum-regulating treatment containing pure essential oils of orange, lemon, rosemary and sage.

**Trattamento Termale:** A thermal mud-based sebum-regulating treatment for oily scalps, combining a balancing blend of active plant extracts, vitamins and minerals that together remove excess oils and impurities, restoring normal sebum levels.

**Shampoo Seboregolatore:** A sebum-regulating shampoo containing essential oils with astringent properties.

**Lozione Seboregolatrice:** An astringent scalp lotion containing essential oils to target oily and impure skin.

**Seboxil-Fiala Sebonormalizzante:** A sebum-regulating scalp treatment containing Seboxil, a formula combining vitamin C, other antioxidants, and active astringents to restore a healthy, natural balance to seborrheic scalps – giving hair renewed gloss and vitality.

### **Anti-Sebum and Anti-Dandruff Treatments**

The anti-sebum and anti-dandruff line offers a full range of products designed to fight excessive sebum production and dandruff.

**Pre-Shampoo Antiforfora Seboregolatore:** An essential oil-based, pre-shampoo treatment for oily, seborrheic scalps that also suffer from dandruff.

**Crema Scrub:** A scrub treatment containing microbeads of jojoba oil that create an emollient effect on the scalp, helping to soothe and fight dandruff.

**Shampoo Forfora Grassa:** An anti-dandruff shampoo for greasy hair containing calming essential oils of rosemary, geranium and cypress to soothe oily, itchy scalps.

**Lozione Forfora Grassa:** A gentle lotion to treat oily scalps and dandruff, based on a rebalancing and purifying blend of essential oils.

**Climbaxil-Fiala Antiforfora:** An anti-dandruff treatment with powerful rebalancing properties, containing multivitamins and the active anti-fungal agents climbazole and piroctone olamine – which together fight *Malassezia furfur*, the most common cause of dandruff and seborrhoeic dermatitis.

### **Moisturizing Anti-Dandruff Treatments**

Cesare Ragazzi's moisturizing and anti-dandruff treatment line offers a comprehensive range of products designed to fight excessive sebum production and treat flaky scalps.

**Tricosystem Lenicomplex:** A complex of essential oils blending pure cypress, lavender, melaleuca and mint, designed to soothe and calm the scalp.

**Crema Leniskin:** A creamy, moisturizing treatment for dry, sensitive scalps containing hydroxy acid microbeads to soothe and revitalise. Can also be applied to other areas of dry or flaky skin, including the face, wrists and elbows.

**Pre-Shampoo Antiforfora Reidratante:** An essential oil-based pre-shampoo treatment to rehydrate the scalp and fight dandruff.

**Shampoo Antiforfora Reidratante:** A rehydrating anti-dandruff shampoo containing a moisturizing blend of essential oils, including sage, geranium and lavender.

**Lozione Antiforfora Reidratante:** A soothing lotion used to treat dry skin and dandruff, containing natural bisabolol, which helps to boost hydration, restore the scalp's optimum shedding cycle, and relieve itching.

**Climbaxil-Fiala Antiforfora:** A powerful scalp treatment combining active, rebalancing ingredients including multivitamins and the anti-fungal agents climbazole and piroctone olamine – which together fight *Malassezia furfur*, the most common cause of dandruff and seborrhoeic dermatitis.

### **Anti-Hair Loss Treatments**

The anti-hair loss treatment line offers a comprehensive range of products designed to slow down and prevent further hair loss.

**Tricosystem Dermocomplex:** A purifying treatment complex containing a powerful blend of pure essential oils of chamomile, eucalyptus, lavender and rosemary.

**Pre-Shampoo Dermopurificante:** A cleansing, nutrient-packed, essential oil-based scalp treatment designed to remove impurities and fight hair loss.

**Shampoo Dermopurificante:** An anti-shedding and purifying treatment for all scalps based on a blend of sage, pine, thyme and lavender essential oils combined with milk derivatives.

**Lozione Dermopurificante:** A skin purifying lotion that combats hair loss and helps to restore scalp health and vitality.

**Pre-Shampoo Nutriente Rinforzante:** A nourishing pre-shampoo treatment that strengthens brittle hair using a stimulating blend of essential oils and vitamins A, B and E together with extract of *Fucus Vesiculosus* – helping to restore a healthy metabolism to the scalp and protect the hair from oxidative stress.

**Shampoo Nutriente Rinforzante:** A stimulating and nourishing shampoo that restores health and vitality to brittle and lifeless hair using a blend of active essential oils, vitamins, and milk proteins.

**Lozione Nutriente Rinforzante:** A hair-strengthening lotion to invigorate brittle, lifeless hair with refreshing essential oils of bergamot, eucalyptus and lemon.

**Keramethod Plus-Fiale Cheratinizzanti Anticaduta:** A strengthening scalp treatment containing keratin and stimulating North Sea algae to add volume to the hair.

**Rubexil-Fiale Coadiuvante Anticaduta Trattamento Urto:** A stimulating treatment suitable for all scalps, containing the active ingredient rubefacient to boost scalp circulation, as

well as a nourishing blend of silk proteins, vitamins and amino acids to protect the hair.

**Patch Havogen 5:** A treatment using time-release technology to deliver nutrients to the hair and scalp over a 12-hour period, with avocado and silk proteins to improve hair structure and add healthy body and shine.

### **For All Scalp Types**

Our restructuring treatment line offers a complete range of products to moisturize, balance, restore and invigorate, delivering wide-ranging benefits for all types of hair and scalp.

**Tricosystem Idracomplex:** A moisturizing treatment containing pure essential oils of bisabolol, boxwood, geranium and melissa.

**Shampoo Delicato:** A gentle shampoo suitable for frequent use containing a blend of rosemary and eucalyptus essential oils, bisabolol and milk proteins, which together protect the hair from pollution and daily stress.

**Shampoo Balsamo:** A restorative conditioning shampoo for dry, treated hair containing milk proteins and extracts of sunflower, coconut and olive oil combined with special conditioning agents to create a gentle but effective cleansing treatment that leaves the hair soft and tangle-free.

**Shampoo Rinfrescante:** A refreshing shampoo containing an invigorating blend of mint, eucalyptus and lavender essential oils combined with milk proteins to create a fresh, cleansing treatment that also deeply hydrates the scalp.

**Shampoo Antiforfora:** An anti-dandruff shampoo for normal and combination scalps based on a calming and balancing blend of lemon and rosemary essential oils.

**Lozione Idratante:** A soothing lotion used to treat dry scalps, containing active collagen, aloe and bisabolol to moisturize, and essential oils of eucalyptus, lemon and bergamot to rebalance and restore.

**Lozione Deforforante:** A lotion suitable for all scalp types containing essential oils to rebalance the skin and regulate the scalp's natural bacterial flora.

### **Restructuring and Styling**

Cesare Ragazzi's restructuring and styling line offers a comprehensive range of products designed to restructure, style and polish all hair types, from natural to chemically-treated and colored.

**Tattamento Termale:** A thermal mud-based restructuring treatment to remove impurities and excess oil from the scalp, and revitalize dry and brittle hair.

**Seta Soft:** A triple-action polishing treatment using a combination of silicon-containing glycolipids and lecithin to strengthen brittle and treated hair, leaving it feeling soft and

silky without build-up.

**Linfoil:** A long-lasting styling product that adds definition, volume and lustre, while at the same time protecting the hair against harsh weather and atmospheric pollution.

**Fixmousse:** A volumizing mousse providing lasting hold for all hair styles, while adding extra body and shine.

**Hydramousse:** A hydrating and conditioning mousse treatment containing soy protein to nourish treated hair, and keratin to restore the hair's elasticity and add moisture and shine. An excellent leave-in conditioner.

**Tricosil® Fixgel:** An extra-strong fixing spray with superb holding power, designed to sculpt and protect the hair while leaving it shiny and free of build-up.

**Fixhair:** A firm-hold finishing hairspray that weightlessly defines and fixes the hair, with aloe vera to soften and moisturize, and panthenol to protect.

**Crema Balsamo Nutriente:** A nourishing cream conditioner containing a new formula of silk proteins to nourish and volumize the hair, boosting shine and resilience.

**Fluido Bifasico:** A restructuring and moisturizing treatment to protect and repair hair that is subjected to harsh weather conditions or chemical treatment, leaving it feeling light and healthy.

**Hair Gel:** A restructuring styling gel based on a new formula enriched with wheat germ to fix and revitalize the hair, leaving it soft, tangle-free and full of volume.

**Rigenol:** A protective, restructuring oil containing full-spectrum sun protection to guard against UV damage to the hair. For color-damaged or chemically treated hair that has been stripped of its natural oils, the formula's silk proteins, panthenol and aloe vera help to restore natural balance and shine, while leaving a thin protective shield against external aggressors.

**Micro Shampoo Doccia:** A shampoo and shower gel containing purifying microcapsules of myrrh to stimulate and de-stress the hair and scalp.

### **Safety, certification and production control measures**

TRICOSIL® products are all produced in full compliance with manufacturing legislation (G.M.P.: Good Manufacturing Product) and existing cosmetic legislation (D.L. 126/97 - L. 713/86). The company uses only certified, pharmaceutical-grade raw materials and oils from carefully selected suppliers.

### **Ingredients**

All products have been produced using advanced pharmaceutical-grade inhibitors designed to tackle 5-alpha-reductase - the enzyme responsible for triggering hair-loss



inducing Dihydrotestosterone.

Oils extracted from organic matter, including essential oils have been combined with synthetic molecules specifically designed for their quality and effectiveness in the resolution of skin and hair anomalies.

In order to maximize concentration and effectiveness, particular attention is paid to the method applied at the point of extraction. The oils are impermeable (not greasy like vegetable oils), evaporate easily and penetrate the skin easily.

Disodium Laureth Sulfosuccinate (DLS), a new-generation surfactant designed for pharmaceutical use, is used as a base for the shampoo treatments. This differs from the most common surfactants Sodium Lauryl Sulfate (SLS) and Sodium Laureth Sulfate (SLES) and has a greater cleaning effect while producing little foam. This gentler ingredient does not affect the keratin and hair protein balance, is biocompatible with the scalp, does not irritate or burn the skin and is particularly suitable for prolonged use.

### **Tricotech®**

Tricotech® is patented technology used by trained experts to activate circulation in the scalp, thereby promoting healthy hair growth. Tricotech® treatments are only available at our clinics.

### **Tricopress**

Reactivates circulation and stimulates blood flow to the scalp. Relieves skin tension and optimizes results from Tricosil® by activating its chemical compounds.

### **Tricopulse**

Pulsating light treatment which combines infra-red light to stimulate circulation, and ultra-violet to eliminate bacteria, dandruff and itching.

### **Tricopulse ETG**

Improves the transportation of oxygen to red blood cells. Increases capillary activity to help nourish hair follicles and activate cellular metabolism, encouraging rapid hair formation and growth.

### **The client's journey**

Clients who come to the clinics benefit from a thorough skin examination and consultation, which provides information about the state of the scalp's health and potential medical problems. The client then undergoes the Tricotest®, a sophisticated system used to analyze the skin and hair using precision instruments to measure sebum,

hydration and pH levels. Cesare Ragazzi Laboratories then interpret this data to provide clients with a thorough assessment of their current scalp and hair health, and identify any problem areas or abnormalities.

Clients are advised about the products and treatments that are best suited to resolving their specific problem. The Tricotest® also enables Cesare Ragazzi Laboratories staff to monitor the effectiveness of treatments, periodically comparing the results to check on progress.

## THE FOUNDATION CENTRE FOR STUDIES ON HAIR LOSS

Cesare Ragazzi Laboratories' Foundation Centre for Studies on Hair Loss is a non-profit scientific research institution set up by the company to investigate physiological, psychological and social issues surrounding baldness and hair loss. The foundation's mission is to create and develop an institution that researches and disseminates information about baldness, establishing itself as an authoritative reference point for those treating baldness and those working in the field of trichology. The Foundation encourages collaborations between professionals from different fields in order to share knowledge and improve techniques and methodologies amongst hair specialists. To achieve its goals, the institute has set up a multidisciplinary Scientific Committee bringing together psychologists, sociologists, biologists and dermatologists in order to nurture discussion around the topic of hair loss, and promote further study. The Foundation has entered into partnerships with selected prestigious Italian universities, including the University of Bologna, Modena, Ferrara and La Sapienza in Rome, with the aim of supporting innovative scientific studies. The Foundation has also supported and produced two publications, *Alopecia androgenic women*, and *Non-surgical hair loss treatments*, edited by Franco Angeli.

### The Foundation's partnership with the University of Bologna

Of particular importance is the study of epidemiology, sponsored by the Foundation and conducted by a team led by Professor Renato Pasquali, the Head of the Department of Endocrinology at the University of Bologna, which aims to investigate endocrine-metabolic disorders in young people. The study involves 5,000 boys and girls aged 15 to 19 years. The identification of potential endocrine disorders – including metabolic disorders and other diseases – can enable action to be taken to prevent the early onset of baldness, hirsutism, acne and even amenorrhea in women.

### The Foundation and women's health

Through this study and others, the Foundation aims to place special focus on female scalp and hair health, which is increasingly susceptible to premature balding and thinning. It is often said that the hair is a reflection of women's health, and if this is true, hair thinning may reflect a state of ill-health. There are many causes of female hair loss, some of which are temporary, including long-term use of drugs, inadequate intake of protein and iron, surgery, stress, or a recent birth. In other cases there may be an underlying cause such as thyroid dysfunction, or an imbalance of sexual hormones. Significant hair loss that continues over a longer period of time therefore needs to be clinically investigated to identify the cause. A common type of alopecia in women is androgenetic alopecia, which is responsible for two-thirds of all hair loss. As the name implies, androgenetic alopecia is hair loss caused by genetic and hormonal factors. The thinning can occur between the middle and the end of adolescence, peaking around 40 years of age. The cause, combined with a genetic predisposition, is due to a hormonal

imbalance that creates an increased level of testosterone in the blood. Signs of these imbalances include baldness; increased hair growth in other areas of the body; the presence of acne; and an irregular menstrual cycle. Among the causes of female hyperandrogenism, polycystic ovary syndrome is common – with recent epidemiological studies indicating that six out of every 100 girls suffer from polycystic ovary syndrome. With growing numbers suffering from the syndrome, further in-depth research is required in order to protect women's health, relationships, psychological well-being and fertility.

### **The Foundation and the promotion of professional ethics in the trichology industry**

The Foundation also aims to make stakeholders aware of and sensitive to the need for ethically responsible behavior within the trichology industry. In fact, one of the initial steps taken by the Foundation was to draw up and sign a "Code of Ethics for cosmetic treatments: hair specialists and non-surgical hair replacement" – establishing a set of rules and guidelines to ensure quality, fairness and transparency in the relationship between operator and client.