

TRICHOLOGY AND SCIENCE



You cannot imagine how complicated it is to find credible and scientific data regarding trichological research. The reason? It's business.

Cristiano Renna, Trichological Protocols, [CR Labs](#)

KNOWLEDGE SETS US FREE

Everyone wants to sell laser therapy, magical products and new, special lotions and medicines. Sometimes though not always, in order to support their theories, different companies show you elusive data on how great their products are. If you look for scientific studies in international journals and periodicals, you will find something to support your viewpoint but you will also find the opposing argument being validated as well. The solution to this problem is to return to pure, substantial research, which is far from business-sponsored research. Is it possible to find this type of unbiased research? In my opinion, yes it is possible. During the past few years, we at Cesare Ragazzi Laboratories (CRLAB) have met a lot of good people involved in unbiased research whose primary goal is to help people with research-based facts.

Having a solid scientific background helps to distinguish between legitimate, unbiased science-based research and sponsored or biased-science research. True knowledge sets us free. One of the first steps we undertook in the trichology division was to invest in education and training. CRLAB connected directly with university researchers who were seeking a true understanding of what the real causes were regarding hair thinning, hair loss, shedding and sebum buildup. Using this university

research we developed the right mix of active ingredients and built an effective trichological line.

In order to show the efficacy of our trichology program, we invited scientific researchers, from the University of Bologna, to conduct independent clinical tests on men and women afflicted with Androgenetic Alopecia. We wanted an unbiased scientific study to show what kind of effects our trichological system produces on the hair. Using dermoscopy and hair diameter measurements, the researchers noted a 20% increase in hair thickness after 90 days of twice a week treatments. We were thrilled at the overall results; when the participants were asked if they would like to continue with this treatment protocol, 100% responded yes and we knew that all the study participants were satisfied.

The importance of scalp care

Two simple and honest statements are behind our philosophy of trichology. 1. Trichology is not about the hair and 2. Do you really want to solve complicated hair loss/dandruff/oily scalp issues by just using a shampoo?

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The introduction of the concept of scalp care.

Hair is nothing without its scalp! Think of hair like a tree that lives in soil. Through the scalp, hair breathes, gets its nourishment, eliminates toxins, produces and receives hormones. The active ingredients we have to look for derive from skin care and not from hair care. Having a strong, thick and beautiful head of hair depends on how we take care of our scalp. We often say to our clients, "Take care of your scalp to take care of your hair". The relationship between a healthy scalp and beautiful hair is crucial.

Complete curative shampoo does not exist.

Everyone should employ a trichological protocol made of specific products that provide specific benefits. Of course, shampoos are important, but their only function is to clean the scalp and hair, nothing more. We first have to prepare the scalp to receive active ingredients needed — a specific product based on your scalp with high skin purifying action. The next step is products that remain and are absorbed by the scalp. The goal is to work on the scalp, where all the hair-related molecular processes happen.

There is actually a third statement we could add: Do you really think that one treatment will solve your hair problem? Of course not, our scalp and hair system is so complex that one treatment is a good start but continual care is needed. The direct consequence of all these statements is that we need to have a good program. A trichological program where you are receiving consistent treatment over time, and with a similar active ingredient foundation. To find a good trichology protocol and trichological program may take years. Our trichology program took over 30 years of research and results to back up our protocol. However, we will never stop our research as we continue to refine our program and protocols further.

Our motto is, "Knowledge Sets Us Free" and it's something we follow in all our consultations. Because of internet research, prospective clients visit our salons, clinics and centers with well-researched questions such as, "What is dihydrotestosterone?", "Does all hair loss have a genetic origin?", "Does PRP work?", "Is sebum causing my hair loss?", "If I inject blood on my scalp, will it work?", and "I found on Google that researchers made a pill that cures hair loss. Do you have it?". If you are knowledgeable, educated regarding the latest treatments and can provide information about hair loss options then people will trust you. Only with this type of true knowledge can you transform the business in your center.

Many of our new clients are from a younger demographic, ages ranging from 22 to 35. They are looking for knowledge on how to prevent further hair loss. Professionals knowledgeable about hair loss and scalp care will have the ability to provide a well-rounded informative consultation. We utilize special tools that measure the hydration, sebum and pH levels of the scalp along with a high definition blue light microscope camera to look at the scalp. Together, these tools allow us to quantify results during our treatments and allow us to provide our clients with a true report of their progress.

In addition to the consultation tools employed during the consultation, we have specialized devices that enhance the effectiveness of our trichology treatments. Our specialized devices include a special ozone hair steamer, a lymphatic drainage scalp massager and our patented Low Level Light Therapy device with blue light technology.

Knowledge of trichology will always be good for business. For hair centers that specialize in hair replacement systems, wigs and prosthetics, trichology/scalp therapy treatments will allow you to take better care of your clients' scalp. Many hair replacement clients have dry, dehydrated or oily scalps. Providing a soothing scalp treatment during their

service visit will address those scalp ailments and balance the scalp condition resulting in a happier client. ■



Meet Cristiano Renna

- Bachelor Degree in Biotechnology
- Cristiano interned at the University of Salento in the Physics Department and Physiology Department.
- Here he wrote his thesis on observing living cells through powerful microscopes.
- Masters in Biotechnology Science, majoring in Pharmaceutical Industry, and interned in the Experimental Physiology Department.
- Ph.D. in Pharmacology, Toxicology and Biotechnology at the University of Bologna.
- Member of The Italian Society of Trichology
- Since 2013, Cristiano has been working for Cesare Ragazzi Laboratories in the Trichology and Trichological Protocols Department.

