

## Alpecin promotes hair root activity

### Product:

Alpecin After Shampoo Liquid with caffeine complex

### Test subjects:

39 individuals with increased hair loss  
(aged 20 to 60 years)

### Time period:

The test subjects applied Alpecin over a period of 4 months.



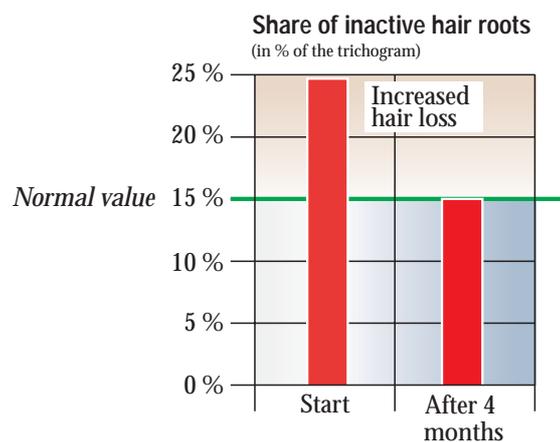
This research project demonstrated that hair root activity in test subjects was promoted based on the regular application of Alpecin. It was even possible to stop increased hair loss.

### Too many inactive hair roots: Hair loss

In contrast to animals that periodically grow a winter and summer coat, hair growth in humans is „aperiodic“: Some hair roots are at work while others are in a phase of regeneration.

Normally, 85% of hair roots are in their growth phase while 15% are at rest. However, if too many hair roots go dormant, premature hair loss ensues and baldness occurs.

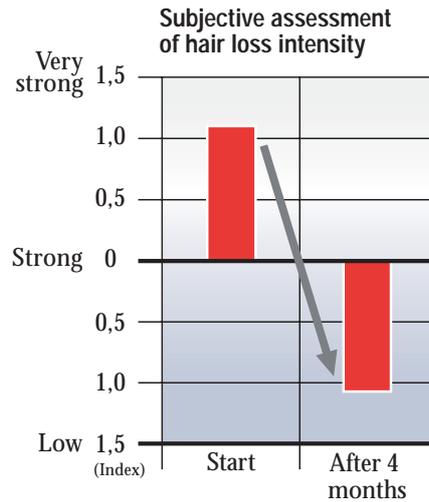
At the outset, hair root activity in the test subjects was significantly weakened: An average of 22% of the test subjects' hair roots were in their resting phase.



### Result

After just four months of Alpecin use, the share of dormant hair roots was remeasured with a special „trichogram.“ It had decreased to 15% and was therefore normal! As a result, the premature hair loss was halted.

Over the course of the trial, the test subjects also assessed their own hair loss. Based on their assessment, hair loss during combing decreased significantly. The observations of the dermatologist matched those of the test subjects. This means that the subjective impression that Alpecin ASL activates hair growth is not an illusion.



The test subjects' satisfaction with Alpecin was high. As a result, 58% of the test subjects planned on continuing their use of Alpecin After Shampoo Liquid!

### Summary:

The chief dermatologist came to the conclusion that Alpecin After Shampoo Liquid met all of the required criteria. From a dermatologist's point of view, the test product can be recommended as a cosmetic treatment for premature hair loss based on its good tolerability and its proven effectiveness. The product also has distinct advantages regarding the preventative treatment of individuals with an increased risk potential for premature hair loss.

For more information, please visit [www.Alpecin.com](http://www.Alpecin.com).