

ESTĒREL[®]

HAIRLOSS PROGRAMS



WHERE SCIENCE MEETS BEAUTY



MARIO ZUNINO Labs (since 1961), perform in their plants close to Torino (ITALY) the most advanced research, creating and providing effective and innovative solutions with scientific approach and professional results in the beauty field, developing innovative cosmetics, worldwide appreciated by the most demanding customers and professional users.

OUR GOALS:

- * Natural ingredients and innovative concepts are wisely blended for sharing with our customers new exciting beauty stories every day.
- * Perfect blend of passion, expertise and heart... Looking to the future.
- * Long experience and renowned success in manufacturing and distributing a complete range of cosmetic formulas dedicated to haircare.
- * Leadership on the cosmetic market, being the first Italian cosmetics company to achieve, for more than 20 years, the International Certifications for Quality, Environmental Respect and Manufacturing expertise: UNI EN ISO 9001, 14001 and 22716.
- * Internal specialized Haircare Department.
- * Internal specialized Skincare Department working in synergy with the Haircare Department.

OUR FACTS:

- Headquarter based in Torino (ITALY)
- Plants based in Volpiano (Torino - ITALY): 2000 sqm
- 4 own brands:
ESTĒREL Beauté Avancée – Melos – Melodie – INseta World Spirit
- Strategic partner for the development of full-service O.E.M./P.L. cosmetic projects
- Retail & Professional complete lines for Haircare, Skincare, Body, Sports
- Own R&D Labs
- 21 currently covered countries worldwide
- Efficiency & Safety Standards:
UNI EN ISO 9001 (Quality), 14001 (Environment), 22716 (GMP)
Bio-Organic Approved Manufacturer



When a wise man points at the moon, an idiot looks at his finger
(Confucius)

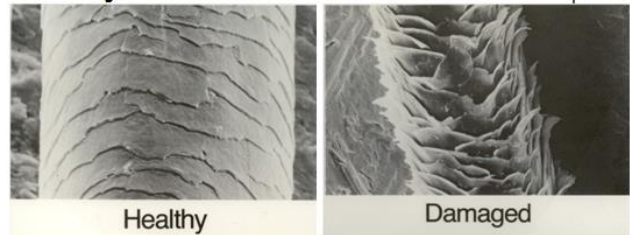
that's why

we don't look at the hair on the floor, but at the hair on the scalp.



HAIRLOSS: ONE PROBLEM, MANY CAUSES

There is just one evidence that associates androgenetic alopecia, abnormal lactic acid production, minerals deficiency on scalp and after pregnancy hairfall: hair is falling down. This disease can be faced from different points of view and have different causes. Any serious approach needs to recognize the cause for controlling or removing it in a scientifically driven way.



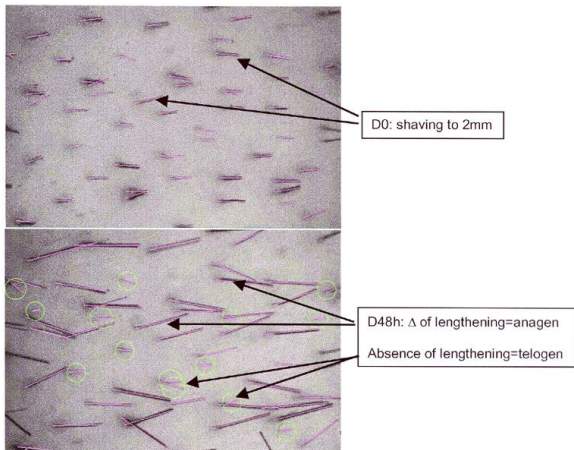
Working in the field of the cosmetic/cosmeceutical approach, Mario Zunino Labs are among the most reliable developer of hairloss treatments in the world, specifically focusing on the origin of the problem and offering the highest

guarantee in terms of safety and R&D as certified since 1999 by the International Organization for Standardization (ISO).

Basing on their long experience, started in 1961, Mario Zunino Labs own nowadays an advanced specific Department dedicated to the cosmetic treatment of hairloss and are able to contribute to get excellent results thanks to their exclusive scientific approach, active in the most advanced cosmetic field.

The cosmeceutical approach is mainly effective and to be preferred as it expects a topic use, that works without inducing

those sometimes undesired side effects that use to be in relationship with the systemic, medical approach.



1. ANDROGENETIC ALOPECIA (men after 20 years old – women after 45 years old)

5-Alpha-Reductase is the name of the enzyme which transforms testosterone into dihydrotestosterone (DHT).

DHT is the biologically active metabolite inducing an acceleration of the life-phase (Anagen) of the hair bulb, causing at the same time its premature aging until reaching the old-status (Telogen).

As a visible consequence we notice an hair-volume reduction (miniaturization) and its premature falling.

Sebum-excess, oily scalp and dandruff may be other signs combined with androgenetic alopecia, making it worse.

THE DEDICATED ESTĒREL PROTOCOL:

1. MASK DETOX PRO-CAPILLAIRE: formulated and tested by Mario Zunino's researchers for restoring the optimal scalp situation, revitalizing it with new oxygen and energizing elements.

2. SHAMPOO ÉNERGISANT PRO-CAPILLAIRE: the specific shampoo ensuring the perfect removal of metabolic slugs with a delicate and stimulating action on bulbs and hair shafts.

3. LOTION ACTION PRO-CAPILLAIRE: the highly effective concentrate with patented multiactive synergy, able to control the DHT process, to promote local oxygenation and to increase the hair shafts' diameter.



3. Box containing 10 ampoules x 10 ml each – 0.3 fl. oz



2. Bottle 260 ml – 9 fl. oz

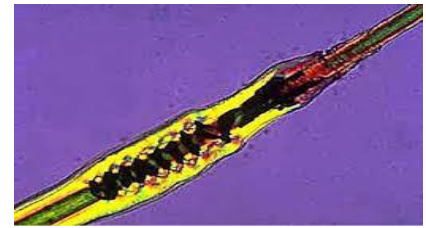


1. Tube 220 ml – 7.4 fl oz

SET FOR A 60 DAYS TREATMENT

2. PSEUDO-SEBORRHEA (men and women at any age)

Due to individual characteristics, in some persons the sweat on scalp can be more fluent and contain a too strong lactic acid component. It might look like a sebum excess, but it isn't. The evidence is a weak, humid, irritated scalp; hair shafts are thin and show the tendency to break.



THE DEDICATED ESTĒREL PROTOCOL:

1. MASK PHYTO SUEUR: natural ingredients like lysine, sage and bisabolol work synergistically for refreshing the scalp and letting it breath again while it reduces the levels of lactic acid on scalp. Thanks to the tested balanced action it significantly reduces the itch sensation and normalizes the scalp situation.

2. SHAMPOO PHYTO SUEUR: developed for the delicate cleansing of scalp and hair shafts

3. LOTION PHYTO SUEUR: refreshing, tonifying revitalizing lotion with pure mint and horsetail extract that restore freshness and power to scalp and hair shafts.



2. Bottle 250 ml – 8.4 fl. oz



3. Bottle 30 ml – 1 fl. oz



2. Bottle 250 ml – 8.4 fl. oz

SET FOR A 30 DAYS TREATMENT

3. MINERALS DEFICIENCIES ON SCALP (mainly women of fertile age)

Along the fertile phase of their life, women use to suffer, mainly due to the period, from huge loss of minerals. Emphasized by stress, pollution and individual situations, it may bring to an abnormal loss of hair.

Therefore, it becomes very important to restore those minerals levels that preserve scalp, bulb and hair shaft from weakness and fragility, whose evolution can be a relevant cause of hairloss.

THE DEDICATED ESTĒREL PROTOCOL:

1. SHAMPOO PHYTO FORTIFIANT PLUS: the most indicated shampoo for restoring strength and power to scalp and hair (enriched with Copper and Zinc Gluconate). Hair shafts become vigorous and brilliant thanks to its tested formula.

2. LAIT FORTIFIANT+: some drops of this re-densifying milk are able to repair and moisturize hair shafts. Rich of hyaluronic acid, it has been formulated for repairing and making the hair to become immediately stronger.

3. LOTION CHEVEUX DÉMINÉRALISÉE PLUS: thanks to its advanced tested formula it makes the scalp strong and powerful again, the perfect anchoring base for healthy and strong hair and the optimal product for stimulating keratin production.

Under the same title “Deficiencies”, a difference can be made for the cases induced by **chemotherapy** and **after-pregnancy**. The specific **Lotion Fortifiante** (3b) has been formulated by Mario Zunino Labs with the purpose of strongly restoring iron levels, whose presence on scalp gets dramatically down in both a.m. circumstances. Therefore, **Lotion Fortifiante** will be more indicated than Lotion Cheveux Déminéralisée Plus in the scalp treatments after pregnancy and chemotherapy.



3. Box containing 10 ampoules x 10 ml each – 0.3 fl. oz



2. Bottle 150 ml – 5 fl. oz



1. Bottle 260 ml – 9 fl. oz



3b. Box containing 10 ampoules x 5 ml each – 0.15 fl. oz (recommended after pregnancy and chemotherapy **instead** of above lotion number 3.)

SET FOR A 45 DAYS TREATMENT

ESTĒREL®

4. AGING

There is a strong relationship between aging and hairloss and it can be observed that the hair becomes weaker, thinner and more fragile. It is one of the effects of the normal oxidative process that affects all living beings.

Nevertheless, Mario Zunino Labs have researched the specific concentrate mix for preventing and controlling the effects of aging on hair shafts. The result of such accurate investigation is extremely positive, and once again, the prestige worldwide recognized to Estērel hair treatments confirms to be absolutely justified.

THE DEDICATED ESTĒREL PROTOCOL:

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2. LAIT FORTIFIANT+: some drops of this re-densifying milk are able to repair and moisturize hair shafts. Rich of hyaluronic acid, it has been formulated for repairing and making the hair to become immediately stronger

3. LOTION PHYTO VITAL + ANTI AGE: Is the hair Lotion stimulating hair re-growth, improving the longevity and vitality of hair follicle. It is a real anti-oxidative cocktail for hair and scalp that reduces and controls the aging and oxidative processes on hair and scalp. After completing the first treatment cycle (1 box = 10 applications), hair will appear younger, stronger and more resistant. The use of Lotion Vital + Anti-Age also helps in delaying the onset of white hair.



3. Box containing 5 ampoules
x 10 ml each – 0.3 fl. oz



2. Bottle 150 ml – 5 fl. oz



1. Bottle 260 ml – 9 fl. oz

SET FOR A 40 DAYS TREATMENT






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