

## INNOVATION:



# H.Ogel

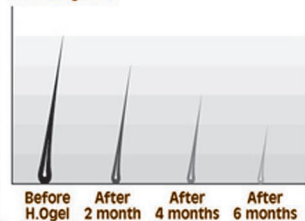
## BioAlpha

Enzyme Management Within the Skin

WORLD PATENT: PCT/EP00/07315

**H.Ogel** is a cosmetic with the clinically proven effect to permanently reduce unwanted hair. Applied daily to epilated skin, it gradually minimizes and eventually inhibits the growth of unwanted facial & body hair.

Hair Diagram



### A Novel Cosmetic Treatment for the Permanent Removal of Unwanted Facial & Body Hair

The number, distribution, colour and length of hairs have a genetic basis while it is a scientific fact that specific substances produced locally in the skin determine hair development.

The active ingredient **BioAlpha** is a proprietary compound of plant sterols actually treating the cause of the problem and not just the symptoms by its unique ability to locally decrease the excessive formation of certain substances that are solely responsible for the growth and density of terminal hairs (i.e. thick & pigmented) of the female body.

Hair growth passes through three consecutive phases of a recurring life cycle. The active growth phase of hair is the anagen phase, which is followed by the catagen or transition phase, a phase of growth regression which quickly leads to the telogen or resting phase during which the old hair begins to fall out in preparation for the growth of new hair. Only 20% to 30% of our body hair is in the anagen phase which lasts only for up to 4 months and explains why our body hair is much shorter than scalp hair where this phase can last up to 6 years. Epilation with wax stimulates the hair growth mechanisms since new hair development is efficiently triggered by plucking. After epilation with wax, the hairs are removed at their root and the hair follicles are synchronized to the anagen phase of the life cycle.

**H.Ogel** is applied to the skin and works on the hair follicles that are left empty after epilation. Only during the anagen phase can hair growth be effectively inhibited.

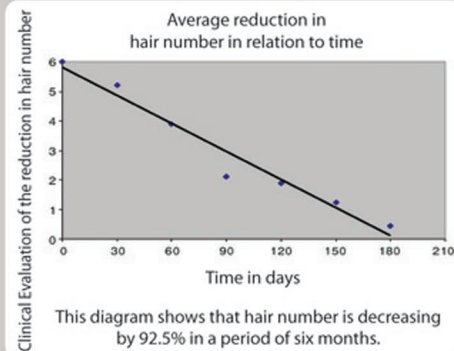
### H.Ogel BioAlpha: The Power of Plant Sterols - Unique, Effective & Absolutely Safe!

Clinical, toxicological and allergological tests prove **H.Ogel** to be completely safe, having only positive effects to the skin. Due to the multiple beneficial properties of the phytosterolic compound, the application of **H.Ogel** amplifies the biosynthesis of collagen resulting in a soft and well hydrated skin while it has been clinically demonstrated that through its soothing properties it also alleviates the symptoms typical for epilation (e.g. waxing) such as reddening of the skin, burning sensations and pain.

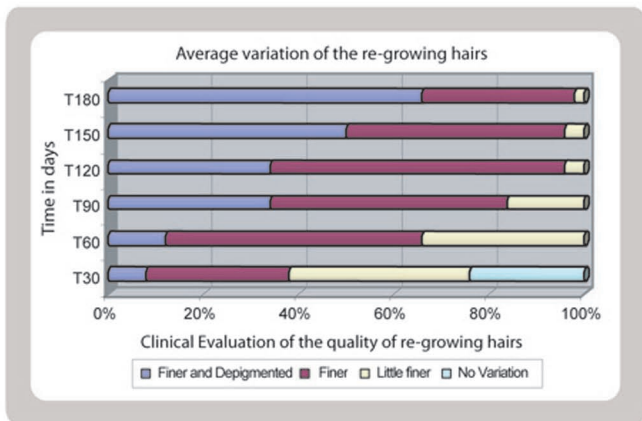
Compared to other hair removal methods like laser or electrolysis, **H.Ogel** is painless, works on hair of any color and has no side effects.

## Clinical Study

In a 6-month randomized clinical study, **H.Ogel** was successfully proven to be highly effective in reducing unwanted hair. The aim of the study was to evaluate the effectiveness of **H.Ogel** in delaying the formation of hair below the skin surface in order to gradually minimize and ultimately prevent the re-growth of unwanted hair. The participants, females between the ages of 18-50 years of age, evenly applied the product on a daily basis on the areas they had already epilated with wax. The supervising doctors evaluated the volunteers seven times during the 6-month period, each time one day before the wax epilation (T=0, T=30 days, T=60 days, T=90days, T=120 days, T=150 days, T=180 days).



absolution



Efficacy was determined by the degree of reduction in the number of hairs in each participant, documented by investigative staff and photographic assessments throughout the study. Each time the doctors carried out a phototrichogram (hair count taking into consideration hair thickness, color and length in a previously defined area); this way the condition and quality of hairs still visibly growing on the skin surface could also be evaluated in terms of fineness and depigmentation.

The results of this 6-month randomized clinical study proved that **H.Ogel** can significantly delay hair re-growth during the period of its application. According to the results obtained, complete or almost complete elimination of hair in the area of application was observed in 62% of the study participants after six months of continuous treatment. Additional results regarding average reduction in hair number, average variation in the quality of re-growing hairs every 30 days and photographic evidence of the gradual effectiveness of **H.Ogel** are shown in the charts on this page.



When starting treatment with **H.Ogel**, frequent epilation is helpful to enhance the skin penetration of the product. Even in the first month of application hair growth is finer. After about three months, the number of hairs is visibly reduced and frequent epilation is no longer necessary.

Although results individually vary, the duration of daily application is usually 6-8 months. To preserve satisfactory results you will need to continue to apply the product at least twice per week on the epilated areas. **H.Ogel** can also be used to preserve the results of laser hair removal treatments.

## Directions for Use

1. Remove the unwanted hair, preferably with hot wax epilation and carefully cleanse the epilated areas of the face and body (upper lips, chin, sideburns, armpits, bikini area and legs) before the application of the product.
2. Apply **H.Ogel** evenly on the clean skin twice daily (morning and evening) without using another product at the same time.
3. Gently massage **H.Ogel** into the skin until it is completely absorbed.

**H.Ogel is unique in the global market.  
There are no similar products acting in the same way.**

### ENZYME MANAGEMENT WITHIN THE SKIN: FOR PERMANENT FACIAL & BODY EPILATION

A LIOSS TECHNOLOGY PRODUCT

A proprietary active formulation for application after epilation

Natural Active Ingredient - Scientifically Proven Effectiveness

Clinically tested-Completely Safe

Hypoallergenic - Paraben Free

Recommended by Dermatologists & Plastic Surgeons

PATENT: PCT/EP00/07315

**This product is not intended for use in the diagnosis, treatment, cure or mitigation of any disease.**

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