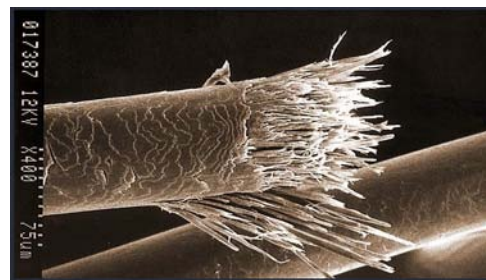


# Amaranth Scalp Repair Series

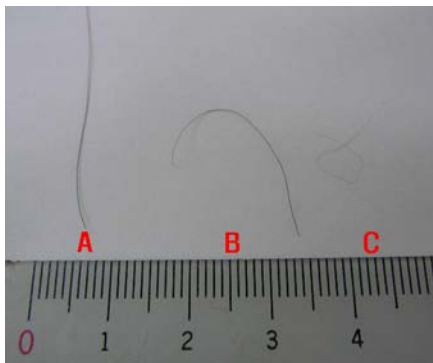
As the moderners suffer increasingly from hair fall-out due to all kinds of stresses and pollutions, 2 out of 10 people worry about falling hair, while 6 of 10 feel the necessity for hair treatment. To provide a solution for these moderners, Amaranth Cosmetics launched its high performance products for scalp and hair treatment by employing a kind of therapy that uses traditional Korean medicine and modern scientific technologies based on clinical research and experiments conducted for several years. Amaranth Scalp Repair Hair Shampoo and Hair Tonic products are high-functioning hair treatment series that make your hair glossy and healthy as it manages your scalp, the foundation of hair.

## \* What are the main causes of loss hair?

- ① Congenital and inherited reasons
- ② Too much stress and worsened environment
- ③ Foods and excessive diet
- ④ Frequent and permanent hair-dyeing
- ⑤ Pregnancy, giving birth, aging
- ⑥ Excessive secretion of male hormones
- ⑦ Weakened function of kidney



<damaged hair>



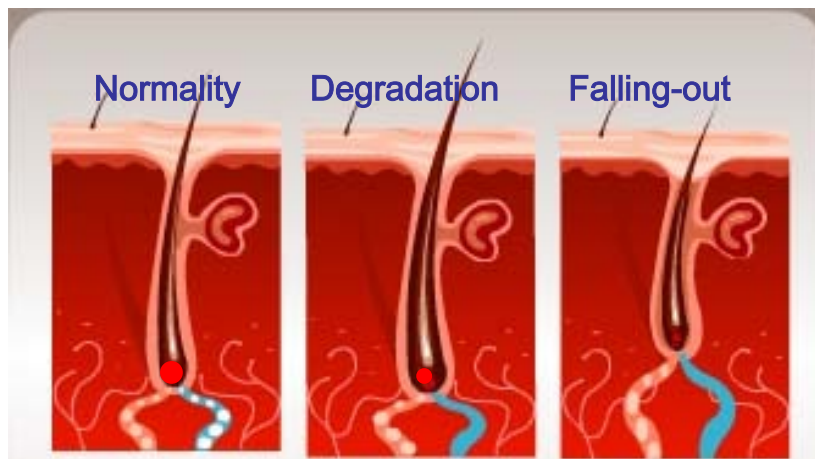
A : healthy hair

B : tapering hair due to damaged scalp

C : fallen hair

## \* How does hair fall-out progress?

Cause → Generation of heat/Problem in blood circulation → Too much heat on scalp  
→ Excessive activation of keratinocyte → Degeneration of hair roots  
→ Acceleration of falling hair





## \* BHG(Black Hair Growth) Complex

### 1. Eclipta prostrata Linné

#### INCI Name : Eclipta Prostrata Extract

Eclipta Prostrata Extract is well-known for making gray hair black and growing mustache.

If you disbranch Eclipta Prostrata, extracts in black will ooze out, and if you dip its trunks and leaves into water and then rub them on your hands, they become black.

If you use Eclipta Prostrata Extract or the water which you have boiled it on your hair, mustache or eyebrows, your hair will grow thicker and faster. Eclipta Prostrata is effective for the enhancement and cleansing of your scalp, thus making your hair glossy and flexible.



### 2. Polygonum multiflorum

#### INCI Name : Polygonum Multiflorum Root Extract

The Polygonum Multiflorum root is well-known to make your kidneys strong, give you plenty of energy and make your hair black, which guarantees you to a long life. This medicinal herb helps operate your liver well and overcome fatigue. It also makes your skin soft and helps you recover your condition. In addition, it helps your kidneys function well and prevents your hair from becoming gray and falling out. Thus, taking this herbal medicine for a long term prevents you from aging.

The Chinese consider this herbal medicine, the Polygonum Multiflorum root, as one of the 3 best medicines including ginseng and matrimony vine.



### 3. Glycyrrhiza glabra Linne

#### INCI Name : Glycyrrhiza Glabra(Licorice) Root Extract

The Glycyrrhiza Glabra root is a leguminous perennial plant. Its sweet, reddish brown root is edible and medicinal. It detoxifies poisonous elements contained in all kinds of medicines and neutralizes or alleviates them. Thus, this special medicine is essential for prescription using traditional Korean medicinal herbs. In addition, Glycyrrhiza Glabra root detoxifies poisonous substances on scalp and thereby alleviates skin irritation.

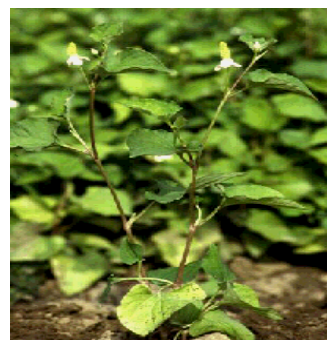


#### 4. *Houttuynia cordata*

##### INCI Name : *Houttuynia Cordata* Extract

The *Houttuynia Cordata* plant is called Eusungcho in Korean, which means a plant that smells like fish because it really does smell like fish. The fishy smell the *Houttuynia Cordata* is due to the elements, Decannoil Acetaldehyde and Laurin Aldehyde, which could be found only in fresh substances.

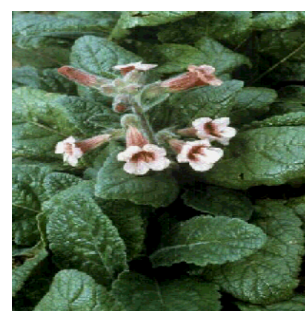
It is one of the most powerful, antifungal plants on earth, and is surprisingly effective in curing infectious diseases and used for many purposes. It also powerfully sterilizes *Pityrosporum Ovale* on scalp, which cures scalp infection and prevents hair fall-out.



#### 5. *Rehmannia glutinosa*

##### INCI Name : *Rehmannia Glutinosa* Root Extract

The *Rehmannia Glutinosa* root is a perennial plant that belongs to the Figwort family. It originated from China and is cultivated as a medicinal plant. Its roots have Iridoid Glycoside, catalpol and rehmannin. It turns blackish when its root is dried and boiled due to catalpol. It cleans one's blood and recuperates used-up strength. It also improves blood circulation of in hair and scalp.



#### 6. *Zizyphus jujuba* var. *inermis*(Bunge) Reholer

##### INCI Name : *Zizyphus Jujuba* Leaf Extract

*Zizyphus Jujuba*, a plant belonging to the Rhamaceae family, is *fouqueria splendens*, cultivated in Korea, China and the southeastern regions of Europe. The *Zizyphus Jujuba* leaf functions as an analgesic and a sedative that enhances capillary vessels. It also enhances hair by nurturing the scalp.



#### 7. *Prunus Armeniaca*

##### INCI Name : *Prunus Armeniaca*(Apricot) Fruit Extract

The *Prunus Armeniaca* (Apricot) fruit originated from China and belongs to the Rosaceae family. Its seed is effective for sedation and detoxification, as well as in overcoming fatigue. And this fruit's seed makes it easy to supply nutrients to scalp. Also, its antidotal effect prevents hair from falling out.

#### 8. *Terminalia chebula* Retzius

##### INCI Name : *Terminalia Chebula* Fruit Extract

The *Terminalia Chebula* fruit is dried from the mature fruit of a plant belonging to *Quisqualis Fructus*, *Terminalia Chebula*



Retzius. It is harvested in fall and winter when fruits grow mature enough and foreign matters are removed from them. Then, it is dried under the sun to be used as medicine. It has an excellent antioxidant and anti-inflammatory effect, which prevents hair from falling out and alleviates inflammation on one's scalp.

#### 9. Cimicifuga heracleifolia

**INCI Name : Cimicifuga Racemosa Root Extract**

The Cimicifuga Racemosa root is a perennial plant belonging to the Angiosperms.

It is used as medicines with an antipyretic and anti-inflammatory effect. It also alleviates inflammation on one's scalp. Also, its anti-oxidant property prevents hair from falling out.



#### 10. Silkworm excreta

**INCI Name : Silkworm Extract**

Silkworm Extracts are from silkworms that ate and digested mulberry leaves. In Korea, this is used to cure high blood pressure and paralysis.

Its anti-oxidant property dissolves active oxygen existing in blood and activates the kidneys. It also suppresses inflammation and improves atopic and allergic skin diseases, as well as makes the scalp healthy. In addition, it prevents hair from graying and makes hair flexible.



#### 11. Sesamum Indicum

**INCI Name : Sesamum Indicum(Sesame) Seed Extract**

Sesamum Indicum (Sesame) seed contains various and abundant minerals. Vitamin E speeds up metabolism by promoting the bloodstream in capillary vessels.

Sesame seed's protein becomes the raw materials of Keratin, a main element of hair. It supplies nutrients to the scalp and, as a result, prevents graying and falling of hair, making hair glossier.



### **My Real Hair Manager – Scalp Repair Hair Shampoo & Tonic**

The hair treatment products by the HS Repair System contains herbal extracts such as Eclipta Alba, Terminalia Chebula Retzius, licorice root and Gleditschia Officinalis, which supply nutrients to your hair roots and scalp. Such elements as mineral complex and vitamin complex remove dandruff, stop itching, and make thin and weak hair healthy. They

also make a healthy scalp and flexible hair by enhancing its thickness and strength.

**Products : Amaranth Scalp Repair Hair Shampoo**

**Contents : 200g, PL/Dispenser Type**

Hair Shampoo enhances your hair and scalp through the HS Repair System, which combines traditional Korean herbal treatment and modern science.

Wet your hair enough, using lukewarm water, take enough Hair Shampoo, and lather to create bubbles. Then, rub softly on your scalp and massage your hair with your hands. Then, rinse.

Use the Scalp Repair Hair Tonic after the Scalp Repair Hair Shampoo, and it will be more effective due to their synergy effect.



**Products : Amaranth Scalp Repair Hair Tonic**

**Contents : 150ml, PL Type**

Hair Tonic enhances your hair and scalp through the HS Repair System that combines traditional Korean herbal treatment and modern science.

After using the shampoo, apply this tonic evenly on your scalp and massage your hair to absorb into the hair root, pulling it back.

Use Scalp Repair Hair Shampoo before Scalp Repair Hair Tonic, and it will be more effective due to the synergy effect. While using this tonic, do not use other products from other companies, and do not wash your hair with water.



< Clinical Materials on Cleaning Scalp and Enhancing Hair Root >



< Clinical Materials on Preventing Hair-falling out & Recovering Natural Hair Color >

