

FARMAKA INTRODUCES A NEW
COSMETIC HAIR-LOSS PRODUCT LINE

ANAGEN LOTION
&
ANAGEN SHAMPOO

TRUE INNOVATION

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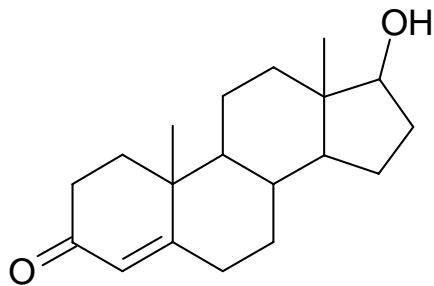
Innovative Hair-loss Products

DHT AND ANDROGENETIC ALOPECIA

The role of DHT in male-pattern baldness is well known: DHT binds to specific receptors found in hair follicles thus promoting blood flow reduction in the bulb.

Lack of oxygen and nutrients slowly leads to follicle miniaturization and death.

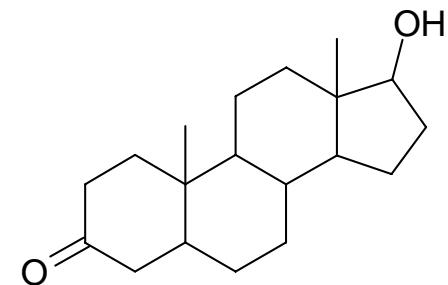
TESTOSTERONE



5-ALPHA REDUCTASE



DHT

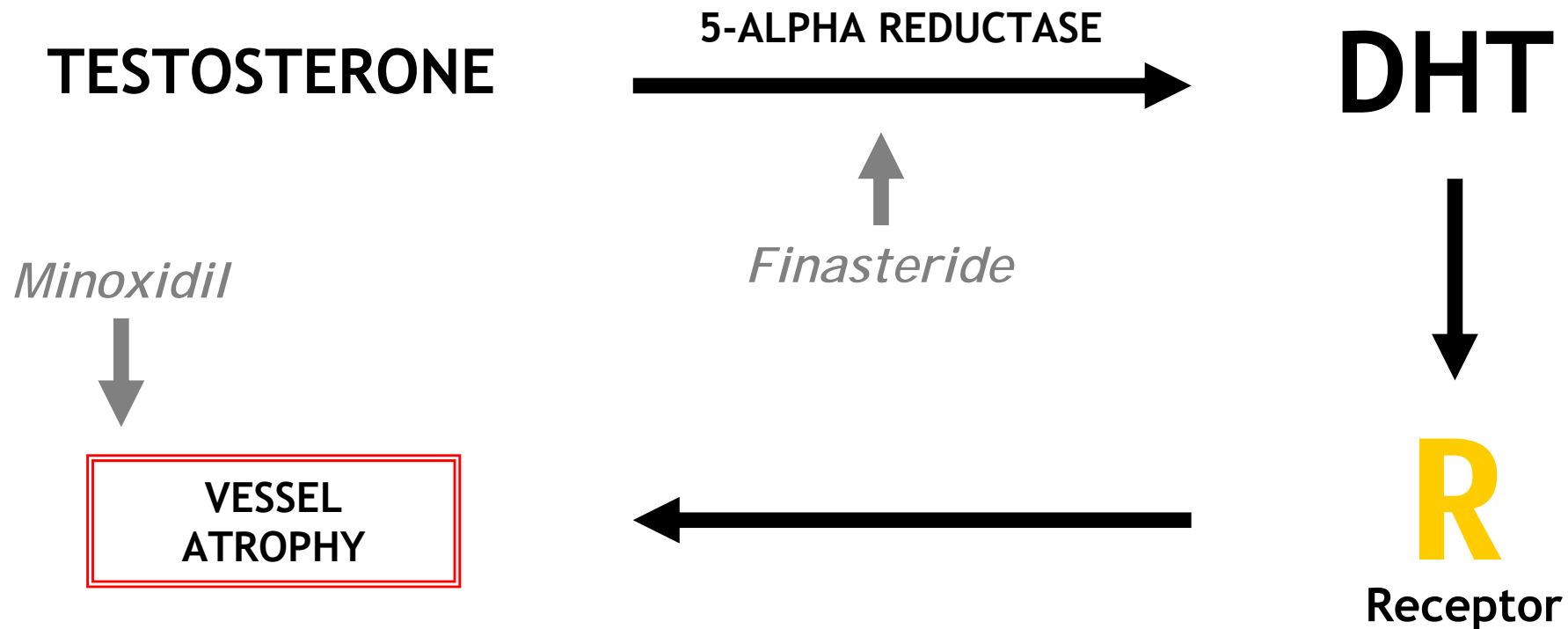


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ANDROGENETIC ALOPECIA: PHARMACEUTICAL THERAPIES

Main pharmaceutical therapies target DHT indirectly:
they either reduce its formation or counter vessel atrophy.



PHARMACEUTICAL THERAPIES: ADVERSE EFFECTS

5-ALPHA REDUCTASE INHIBITORS (FINASTERIDE - PROPECIA)

Decreased libido; decreased volume of ejaculate; impotence etc.*

VASODILATORS (MINOXIDIL - ROGAINE)

Scalp itching, dryness, scaling, flaking, irritation, or burning.*

Pharmaceutical therapies are effective and emphasize the key-role of DHT in hair-loss, nevertheless serious adverse effects greatly limit their use.

**Source: NIH - National Institutes of Health*

COSMETIC AND NUTRITIONAL PRODUCTS

Cosmetic and nutritional products are designed to mimic pharmaceuticals or focus on nourishing hair follicles.

Even up-to-date cosmetic products rely on rather old knowledge and mechanism of action.

Nutritional supplements are mainly combinations of amino acids and vitamins with well-known properties. Their use is based on deductive reasoning.

These products often lack both innovation and clinical evidence.

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NEW THERAPIES

A TRULY INNOVATIVE PRODUCT SHOULD

Be safe

Be effective and clinically proven

Have no adverse effects

Focus on DHT

Guarantee excellent cosmetic results

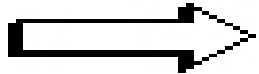
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FARMAKA'S INNOVATION

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CONTAINS SERENOA REPENS EXTRACT, CURRENTLY USED AS AN ETHICAL PHARMACEUTICAL IN BPH AS A 5- α -REDUCTASE INHIBITOR*.



DHT LEVELS ARE REDUCED IN THE SCALP

** Is there a scientific basis for the therapeutic effects of serenoa repens in benign prostatic hyperplasia? Urol. 2004 Nov;172(5 Pt 1):1792-9. Review.*

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LOTION FEATURES

ANAGEN also contains other proteins, carbohydrates and nutrients that help increase circulation to the scalp when massaged in, such as **thurfyl nicotinate** as a vasodilator and **glycosaminoglycans**.

ANAGEN lotion guarantees superior cosmetic results:
hair is not sticky nor oily and can be managed as usual.

Hair products such as hair gels, mousses or sprays may be used in their usual manner following application of ANAGEN.

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MARKETING TOOLS

ANAGEN products are currently marketed worldwide.

Innovation and superior cosmetic results have been the key to the successful marketing of ANAGEN products for over 10 years now.

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MARKETING TOOLS

ORIGINAL
DRUG-FREE
SUCCESSFUL

ANAGEN
TRUE INNOVATION