

MIX OXI STOP

HAIRS SLOWING DOWN GROWTH ACTIVE
VEGETABLE DERIVED



MIX OXI STOP: TECHNOLOGY

Vegetable derived complex

Combination of actives slowing down hairs growth

Green and eco-sustainable philosophy

Based on extracts from *Aloe, Papaya, Pineapple, Chamomilla, Lupulus, Harpagophytum etc*

100% palm free composition

Ideal for depilatory creams, post-depilatory creams

Balanced actions: *anti-inflammatory, soothing, depigmenting, hair growth slowing down*

China compliant version available

MARKET POSITIONING



MIX OXI STOP: TECHNOLOGY

Anti-inflammatory and soothing

Effects given by aloe, chamomilla, linum extracts; reducing the inflammation avoids skin reddening and the hairs in regrowing phase hyperpigmentation

Depigmenting

The combined *extracts* anti-inflammatory and *thiolic derivatives functionalized with lysine* follicle normalizing actions, promote the prevention of melanin accumulation, hence the reduction of the visibility of hairs

Slowing down hair growth

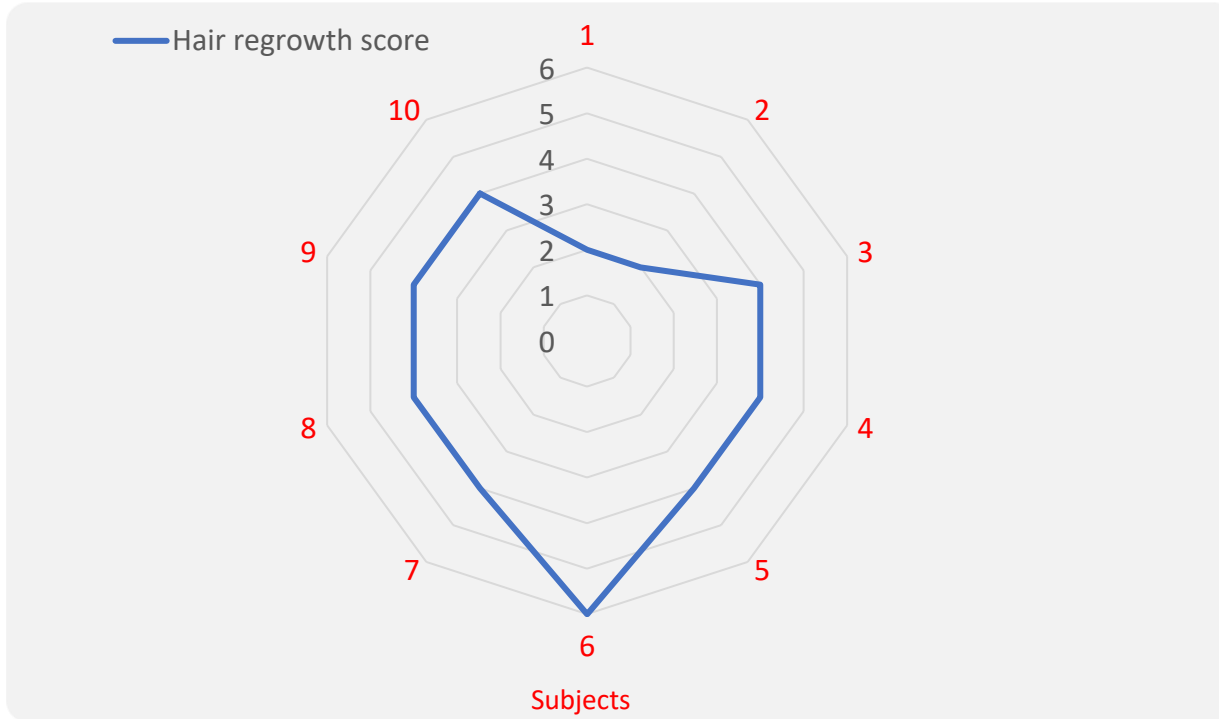
Key role played by the Papaya extract, whose papain is able to weaken the hair follicle in growing phase

ACTION RATIONALE



HAIR REGROWTH TEST

IN VIVO TEST



Functionality score parameters:

0: No variation in re-growth time

2: Slight variation in regrowth

4: Evident variation

6: Excellent variation

Cream with Mix Oxi Stop @ 5%

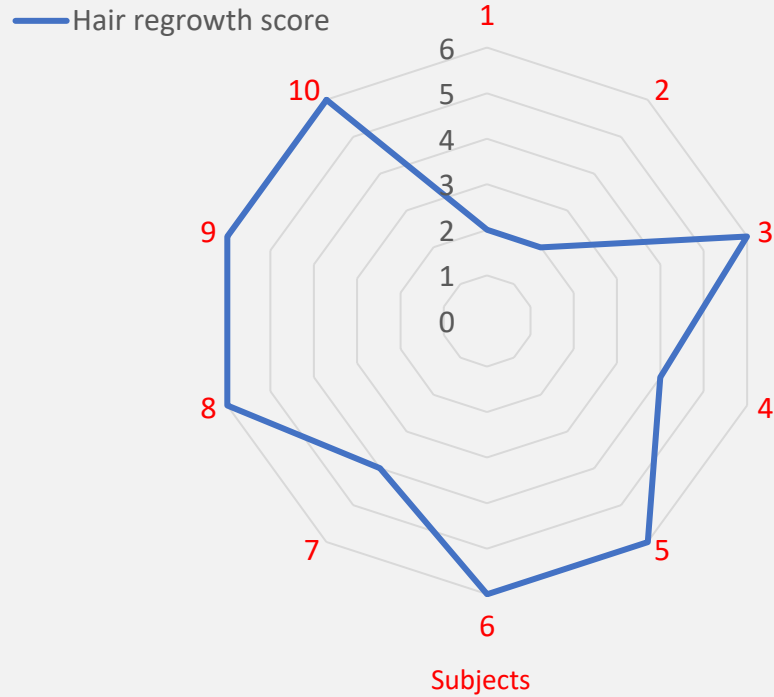
Leg application- 10 volunteers, 1 month , 2/day applications

Hair-growth was slowed down by about 30-40 %



HAIR REGROWTH TEST

IN VIVO TEST



Re-grown hairs score parameters:

0: No variation

2: Hair regrown finer

4: Hair regrown significantly finer

6: Hair regrown finer and depigmented

Cream with Mix Oxi Stop @ 5%

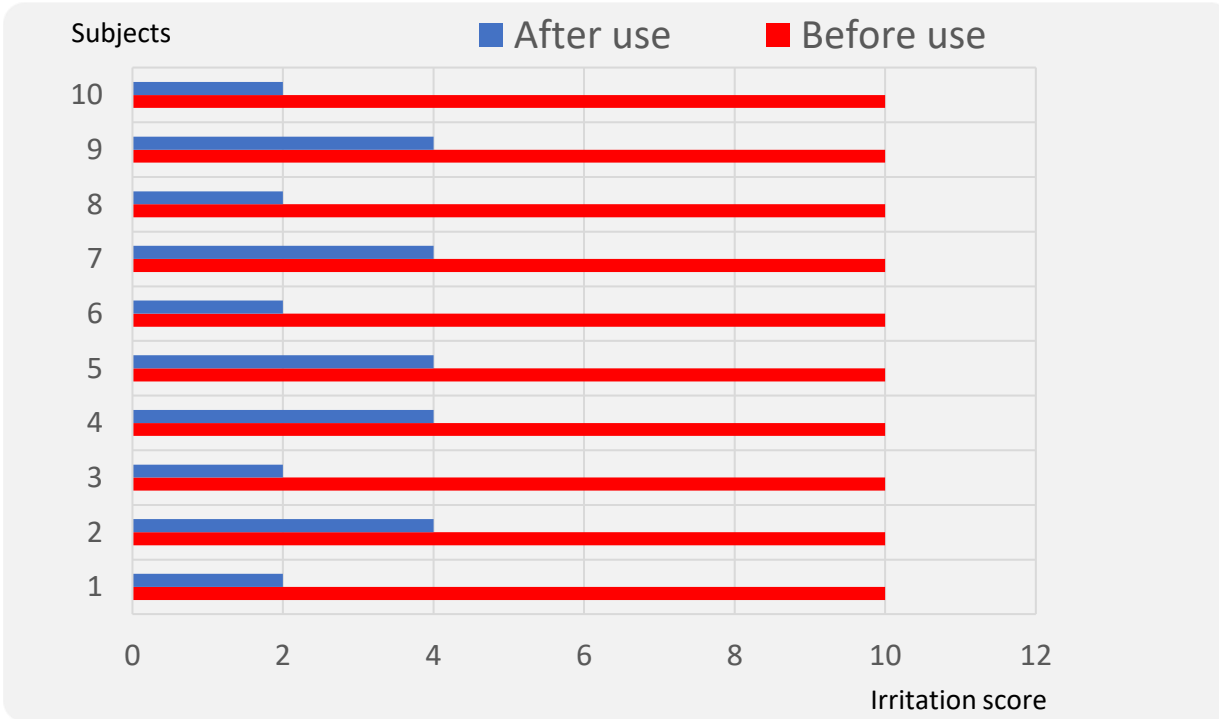
Leg application- 10 volunteers, 1 month , 2/day applications

The regrown hairs are finer and depigmented



HAIR REGROWTH TEST

IN VIVO TEST



Irritation decrease score parameters:

0: No variation

2: Hardly perceivable variation

4: Slight variation

6: Evident variation

Cream with Mix Oxi Stop @ 5%

Leg application- 10 volunteers, 1 month , 2/day applications

The regrown hairs are finer and depigmented



MARKETING CLAIMS

Claims

- Vegetable derived actives
- Anti-inflammatory, soothing, follicle normalizing, growth retarding factor from selected extracts
- Containing Aloe, Papaya, Pineapple extracts
- Growth slowed down, hairs finer and less pigmented, in vivo tested



MIX OXI STOP: APPLICATIONS

APPLICATION FIELDS & WAY OF USE

- Depilatory creams
- Post-depilatory treatments
- After shave products
- Moisturizing and soothing emulsions, lotions, gels, mousses, etc
- **Concentration of use: 5.0 ÷ 20.0 %**
- **Add after the emulsification, in cold process**

