



Take action against thinning hair and hair loss with NaturVital

NaturVital is a new, topical hair loss programme launching exclusively in Boots¹ that offers a scientifically-tested², affordable and naturally effective way of retaining and recovering hair which is thinning or disappearing.

Despite being a comparatively normal occurrence, experts believe that the amount and thickness of hair in the human species is decreasing. There are ways to take action in time and prevent hair loss, the latest of which to arrive in the UK is a multi-vitamin, multi-functional range called **NaturVital**.

Formulated and tested by a team of biologists, pharmacists and hairdressers, the **NaturVital Hair Loss Programme** works in three ways to improve scalp health and hygiene, combat hair loss and stimulate re-growth. The key ingredient in all **NaturVital** products is the Phytoactive Complex based on germinated wheat and soya which provides the hair bulb with the energy it needs during the growth phase.

To avoid receding and thinning hair, replace conventional shampoo with **NaturVital Hair Loss Shampoo** for normal hair (£9.99/300 ml - dry, anti-dandruff and greasy shampoos also available online only) which contains extracts of ginseng, multi-vitamins and Pro-vitamin B5 to soothe and nourish the scalp, energise hair follicles and care for hair. Follow with a once-weekly application of **Treatment** (£19.99/150 ml) with Ginseng and Hops extracts to give the hair bulb the energy it needs to strengthen and tone hair.

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¹ NaturVital launches into Boots stores nationally on the 25th September 2008

² [Efficacy tests](#) were undertaken at the [Centro de Tecnologia Capilar](#) in Barcelona on 25 men and women aged between 20 and 60 years of age using photography, videophototrichogram, trichogram and opinion surveys over a 6 month study period

To halt the first signs of hair loss, use the **Shampoo** and increase usage of the **Treatment** to three times a week for six weeks. Participants in an independent efficacy study with varying degrees of hair loss reported an **83%** increase in hair loss resistance³ and a **34%** hair regeneration rate within 6 months of using the Shampoo and Treatment concurrently.

For acute hair loss, there is **NaturVital Intensive Treatment Serum** (£29.99 for a 14-day, 7 vial supply) with Trichoserum, which combines extracts of the herb Saw Palmetto (inhibits the 5-Alpha-Reductase enzyme responsible for converting testosterone into the more potent dihydrotestosterone or DHT - a major factor in the cause of hair loss) with Hops and Hydrolysed Wheat Proteins (to boost the amino acids of the internal structure of the hair). The Serum works from the inside out feeding the roots and the new hair bulb. It also works on scalp condition strengthening existing hair and encouraging new growth to stimulate the efficiency of dormant hair follicles to produce new, stronger and healthier hairs with a longer life cycle. Early results of a new study currently underway⁴ confirm that the Serum works faster and more effectively than the Treatment.

Completing the range is **NaturVital Hair Loss Conditioner** (£9.99 for 300 ml - available online only) with marshmallow extract to nourish hair and improve its appearance. **NaturVital** is available in 40 countries worldwide, and the brand-leader in Spain, Mexico, and other South American countries. **NaturVital** products are suitable for all hair types including afro and are not tested on animals.

For further information and mail order, please visit www.naturvital.co.uk.

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Notes to editors:

1. The full efficacy study can be supplied on request and is also available to view at www.naturvital.co.uk
2. High profile hair loss sufferers include Naomi Campbell, Chris Evans, Tony Blair, Nancy Dell 'Olio, Gail Porter and Duncan Bannatyne.
3. This release and product imagery is available to download from the following sites: [Image Loft](#); [MediaBox](#); Response Source
4. Instituto NaturVita, the makers of NaturVital are a carbon neutral company
5. Useful contacts for further information:
 1. [Hairline International](http://www.hairlineinternational.com) - www.hairlineinternational.com
 2. [Alopecia UK](http://www alopeciaonline.org.uk) - www alopeciaonline.org.uk

³ Results based on 80% of sample group, although ALL test participants reports increased resistance to hair loss

⁴ results expected late 2008