

ACTIVE
INGREDIENTS

GREYVERSE™

ZERO SHADES OF GREY
IS ALSO SEXY!

Patented α -MSH biomimetic
peptide

-

Stimulates melanogenesis and
reduces oxidative stress in hair
bulb

-

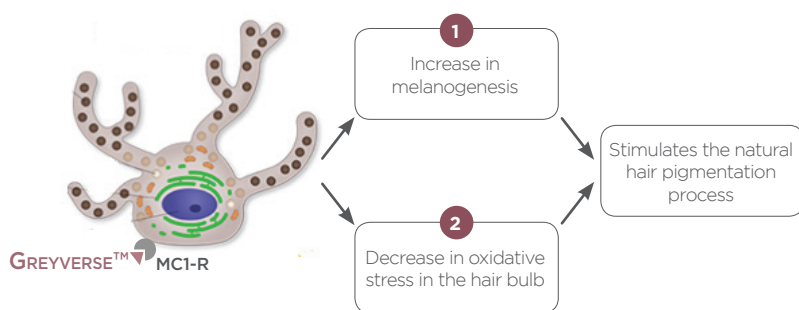
Reverses hair greying process
to progressively recover natural
hair color for a younger and
more confident look!



GREYVERSE™ CONTAINS AN INNOVATIVE α -MSH BIOMIMETIC PEPTIDE ABLE TO ACT ON THE DIFFERENT CAUSES OF THE HAIR GREYING PROCESS. IT OFFERS AN UNPRECEDENTED EFFICIENT SOLUTION TO PREVENT, STOP, AND REVERSE THIS INEVITABLE SIGN OF AGING.

Natural hair color is the result of the variable amounts and distribution of 2 types of melanin: eumelanin (black to brown pigments) and pheomelanin (red to yellow pigments). Melanin is produced by melanocytes located in the hair bulb only during the anagen phase (growth phase) of the hair cycle. These pigments are then continuously transferred to the surrounding keratinocytes while they proliferate, building the new part of a pigmented hair shaft.

ACTIVATION OF MC1-R ON MELANOCYTE

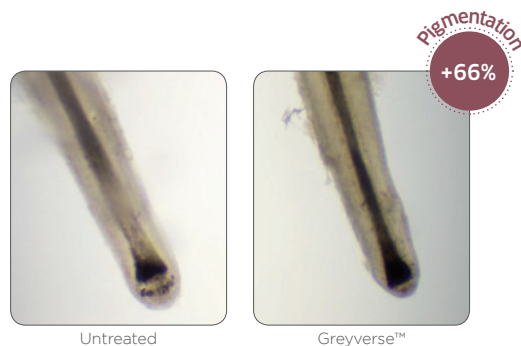


Genetically programmed, the hair greying process (canities) usually starts in the 30s as one of the most visible signs of aging. It can also affect some younger people suffering from premature greying of hair. In both cases, the quantity of melanin in hair shafts gradually decreases until they appear grey, and then white.

A breakthrough patented innovation from Lucas Meyer Cosmetics, Greyverse™ contains the first anti-grey hair biomimetic peptide. Clinically efficacious, it helps men & women suffering from greying hair look naturally younger and increase their self-esteem.

TARGETS MAIN CAUSES OF GREY HAIR

Two factors have been identified as the main causes of the hair greying process: the decrease in melanogenesis and the increase in oxidative stress in the hair bulb. Due to its complete mechanism of action, the peptide found in Greyverse™ is able to act simultaneously and efficiently on both factors by stimulating MC1-R (Melanocortin 1 Receptor).

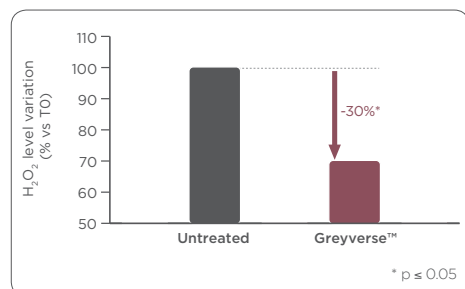


Increase in melanogenesis

The number and activity of melanocytes in the hair bulb decrease over time leading to a decline in the melanogenesis process. The synthesis of melanin is decreased and its transfer towards the surrounding keratinocytes is then reduced. The final quantity of pigments in hair shafts dims until the hair fiber is grey.

The stimulation of melanogenesis enhances melanin production in the hair bulb and favors better transfer leading to hair repigmentation.

EVALUATION OF H₂O₂ PRODUCTION IN HAIR BULB



Reduction in oxidative stress

Hair follicle cells produce small amounts of hydrogen peroxide (H₂O₂) as part of the oxygen cycle. This oxidative substance is naturally degraded by catalase into harmless elements of water and oxygen. With aging, catalase activity decreases leading to an accumulation of H₂O₂. This then progressively bleaches the melanin pigments and the hair from the inside out.

Furthermore, a decrease in the anti-oxidant TRP-2 (Tyrosinase Related Protein 2) over time leads to a lack of protection of melanocytes against free radicals.

The decrease in oxidative stress preserves hair pigmentation.

CLINICALLY PROVEN HAIR REPIGMENTATION

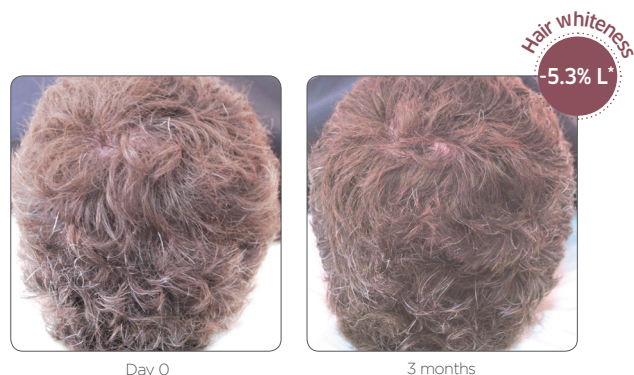
Protocol

- 15 men volunteers with dark hair suffering from early canities (18-35 years old, white hair > 20%).
- Application 1X/D at night of 3 mL of a lotion containing 2% Greyverse™ for 3 months on scalp.
- Evaluation of the overall hair pigmentation by chromametry (L* parameter).
- Evaluation of grey hair density by image analysis.

Decrease in overall grey hair

The measurement of luminescence (L*) in the L*a*b* colorimetric system enables the evaluation of the whiteness of hair.

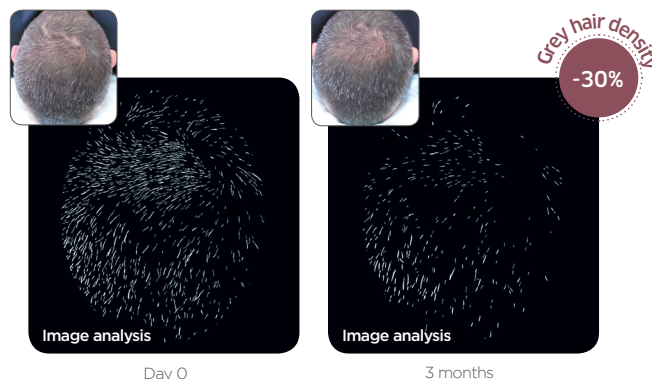
After 3 months of treatment, the L* parameter has significantly decreased by 5.3% (up to 32%) confirming a darker color of hair.



Decrease in grey hair density

The observation of the top of head clearly shows a lower quantity of grey hair after 3 months of treatment.

The outstanding visibly significant decrease in grey hair density by 30% (up to 81%) after 3 months of treatment reveals the powerful action of the product.



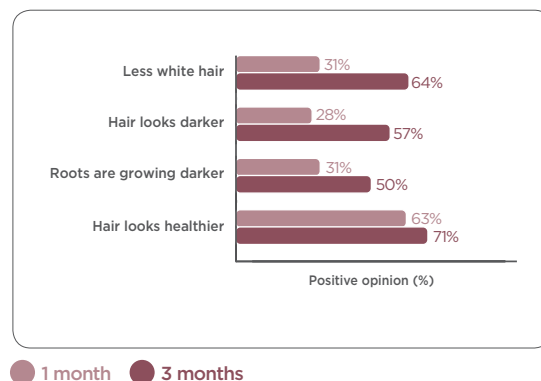
Consumer test

Protocol

- 104 volunteers: 61 women and 43 men (21 to 70 years old) with different stages of hair greying and various hair colors
- Application 1X/D at night of 3mL of a serum gel containing 2% Greyverse™ on scalp and of 2 mL on beard and sideburns if applicable
- Self-assessment after 1 month and 3 months by filling in a questionnaire
- Pictures taken by the volunteers after 1 month and 3 months

The study showed that Greyverse™ has similar efficacy on men and women, and on all hair colors. It also confirmed that it preferentially works on early stages of greying process: the less grey hair, the easier it is to reverse.

SELF-ASSESSMENT - UP TO 30% GREY HAIR GROUP



GREYVERSE™ VISIBLY REVERSES THE LOSS OF HAIR PIGMENTATION TO PROGRESSIVELY RECOVER NATURAL HAIR COLOR FOR A YOUNGER AND MORE CONFIDENT LOOK!

PRODUCT DESCRIPTION

INCI NAME

Glycerin (1) (and) Water (2)
(and) Palmitoyl
Tetrapeptide-20 Amide (3)

CAS

56-81-5 (1), 7732-18-5 (2), - (3)

EINECS

200-289-5 (1), 231-791-2 (2),
- (3)

APPEARANCE

Colorless aqueous transparent
solution

DOSAGE

Preventive care: 0.5 - 1%
Intensive care: 1 - 2%

OPTIMUM pH

4 - 8

APPLICATIONS

- Anti-aging hair care
- Premature grey hair coverage
- Post-coloration treatment
- Natural color fortifier
- Scalp-friendly alternative to chemical dye
- Beard & mustache care

FEATURES AND BENEFITS

FEATURES	BENEFITS
Patented α -MSH biomimetic peptide	Stimulates the natural pigmentation process to recover a natural hair color
- Improves melanogenesis (melanin synthesis + transfer) - Reduces oxidative stress in the bulb	Innovative and complete mechanism of action targeting the two main causes of greying process for optimal results
Outstanding clinical results on the decrease in grey hair	Helps men and women naturally look younger and increase their self-esteem
Multi-positioning and claims	- Delays the first dye by preventing pigmentation loss in hair fibers - Delays the time in between 2 dyes: saving time and money - Alternative to dyes for consumers who want natural color - Fits some trendy lifestyles: slow beauty, naturopathy, #NoMakeup

HAIRRESISTIBLE SERUM 17.100.01 C195

INGREDIENTS	INCI NAMES	%
A Deionized Water	Water	91.70
Dissolvine® NA	Tetrasodium EDTA	0.10
B Lecigel™	Sodium Acrylates Copolymer (and) Lecithin	1.50
C Vitapherole® E-1000	Tocopherol (and) Helianthus Annuus (Sunflower) Seed Oil	0.20
D Verstatil® PC	Phenoxyethanol (and) Caprylyl Glycol	1.00
E Greyverse™	Glycerin (and) Water (and) Palmitoyl Tetrapeptide-20 Amide	2.00
Capixyl™	Butylene Glycol (and) Water (and) Dextran (and) Acetyl Tetrapeptide-3 (and) Trifolium Pratense (Clover) Flower Extract	2.00
Defenscalp™	Water (and) Epilobium Angustifolium Flower/Leaf/Stem Extract	1.50

pH: 5.0 - 5.5 - Viscosity (Brookfield LV, spindle 4, 6 rpm, 1 min): 5000 - 10 000 mPa.s

This brochure is not intended for consumers and neither this brochure nor any extract thereof shall be used in order to commercialize products to consumers. No drawing, photograph or other extract derived from this brochure shall be used by any person without our prior written approval. As well, no claim with respect to the ingredient referred to in this brochure shall be made by any person without our prior written approval, even though the claim is set forth in this brochure. The person using the ingredient referred to in this brochure in the formulation of finished products is solely responsible for ensuring that the use made of the ingredient, the finished products marketed to consumers, their packaging, labeling and advertising materials and the claims made with respect to the finished products and the ingredient comply with all applicable laws and regulations. We hereby disclaim any warranty of suitability of the ingredient referred to in this brochure for any purpose. Any prospective user of the ingredient shall himself determine the suitability of the ingredient for his intended use and, as the case may be, obtain the required regulatory approvals for the commercialization of his finished products.

LUCAS MEYER COSMETICS S.A.S.

ZA les Belles Fontaines
99 route de Versailles
91160 Champlan - France
T: +33 (0)1 69 10 69 69 - F: +33 (0)1 69 10 69 70

LUCAS MEYER COSMETICS CANADA INC.

Place de la cité, tour Belle Cour
2590, boul. Laurier, #650
Québec (Québec) G1V 4M6 Canada
T: +1 418 653-6888 - F: +1 418 653-6005



www.lucasmeyercosmetics.com
info@lucasmeyercosmetics.com