



## **NATURA-TEC SEARENEW™** **Hair & eyelashes growth and strength active**

### **PROPERTIES**

Our hair and eyelashes are an integral part of our identity, our hair makes us different, makes us unique. Maintaining the health of our hair is essential because our hair is the mirror of our health.

**NATURA-TEC SEARENEW™** is a unique infusion of Sapote Oil and Nannochloropsis Oceanica microalgae species designed to enhance hair and eyelash strength and growth.

Sapote Oil, rich in lupeol and omega 9 and 6, promotes keratinocyte differentiation and skin regeneration. Nannochloropsis Oceanica, sourced from Norway, provides a unique, cholesterol-rich microalgae extract. Cholesterol is vital for hair vitality and hydration, supporting sebum production and protecting hair and eyelashes.

Hair and eyelashes share a keratinized structure, but their growth cycles, function and biological environment are different. Both follow natural growth cycles, each made up of two main phases: the anagen phase (growth phase) lasts 2 to 6 years for scalp hair, while it lasts only 30 to 45 days for eyelashes; the telogen phase (resting and shedding phase) lasts about 3 months for hair and around 100 days for eyelashes.

**NATURA-TEC SEARENEW™** stimulates the growth and strength of hair and eyelashes by reducing hair loss and increasing their density as demonstrated in both in-vitro and in-vivo studies.

Tested in-vitro, **NATURA-TEC SEARENEW™** significantly stimulates the proliferation of human follicle dermal papilla fibroblasts — the key cells located at the base of hair follicles that regulate hair growth. **After 72h, the active shows a significant fibroblast proliferation of 53% already with 0,5% of active and 70% with 5% of use.**

On **HAIR**, after 5 months of use of a leave-in serum containing 3% of **NATURA-TEC SEARENEW™**, the in-vivo evaluation demonstrates an **increase of hair density by 5 % after 1,5 months and up to 10% after 5 months and a decrease of hair loss by 16 % after 1,5 months and up to 45% after 5 months.** After 5 months of use, the number of hairs in the anagen phase increases by 20% and the number of hairs in the telogen phase reduces by 55%.

On **EYELASHES**, after 12 weeks of daily use, a serum containing 3% **NATURA-TEC SEARENEW™** delivers visible and measurable results on eyelashes: **+12,2% increase in number, +10,7% in length, +11,0% in volume, +5,1% in arc, and +5,4% in density.** These results confirm the ingredient's effectiveness in promoting longer, fuller, denser lashes and improved curl.

**NATURA-TEC SEARENEW™** is a natural and effective solution to stimulate, strengthen, and enhance the beauty of both hair and eyelashes.

### **COSMETIC APPLICATIONS**

Use : Introduce at the end of the formulation either in O/W or W/O system during the cooling step.

Dosage : From 0,5 to 5%

Haircare : Shampoo (0,5%), hair care, hair mask and scalp treatment

Make-up : mascara, serums, high tolerance eye contour liner pencil

### **TECHNICAL DATA**

Appearance: Light Yellow to Yellow

INCI: Pouteria Sapota seed Oil (and) Nannochloropsis Oceanica Extract