

FEEL THE SAVOR OF LIFE

Crevil

INCREASES **CAMP** LEVELS
IN CELLS & THEREFORE
PROMOTES

INCREASING THE BLOOD SUPPLY
TO THE HAIR FOLLICLES

stimulates
secondary
hair growth

Exitans
CAFFEINE

High
biological
activity

Exitans

CAFFEINE



3 | SHAMPOO
CONDITIONER
TONIC

HAIR LOSS

HAIR LOSS

Hair is a symbol of health, beauty and personality. The loss of 50 to 150 hairs per day is a consequence of a healthy hair cycle.

However, when this cycle is altered, the known baldness appears:

- It directly influences our character and mood.
- It may diminish self confidence and selfesteem.
- It causes an aged and unattractive appearance.appearance.

HAIR LOSS IS ONE OF THE MAIN
CONCERNS REGARDING PERSONAL
APPEARANCE

EXITANS CAFFEINE SET

- Exitans Caffeine Shampoo
- Exitans Caffeine Conditioner
- Exitans Caffeine Hair Tonic

It a completely treatment for hair loss. Help to promote hair growth as the chemical targets DHT which is the hormone responsible for hair loss, when the hormone DHT attaches itself to the hair follicles it prevent vitamins, proteins and minerals from providing the hair with the nutrients needed to keep the hair growth cycle going

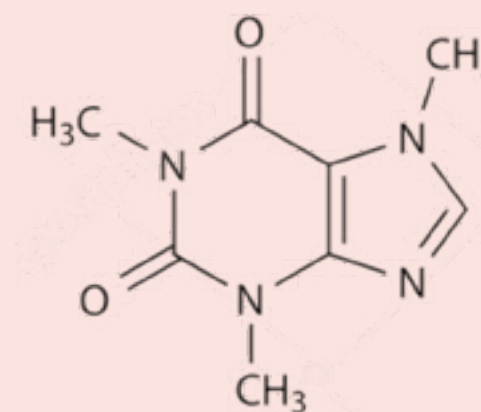


CAFFEINE

Is a central nervous system (CNS) stimulant of the methylxanthine class. It is the world's most widely consumed psychoactive drug. Unlike many other psychoactive substances, it is legal and unregulated in nearly all parts of the world.

CHEMISTRY

Pure anhydrous caffeine is a bitter-tasting, white, odorless powder with a melting point of 235-238 °C. The xanthine core of caffeine contains two fused rings, a pyrimidinedione and imidazole. The pyrimidinedione in turn contains two amide functional groups that exist predominantly in a zwitterionic resonance the location from which the nitrogen atoms are double bonded to their adjacent amide carbons atoms. Hence all six of the atoms within the pyrimidinedione ring system are sp² hybridized and planar. Therefore, the fused 5,6 ring core of caffeine contains a total of ten pi electrons and hence according to Huckel's rule is aromatic



Caffeine

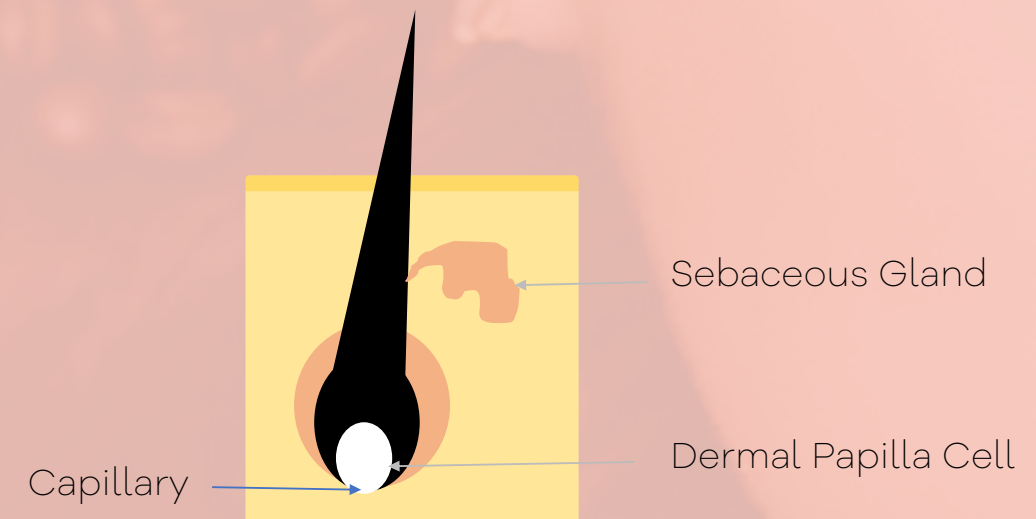
CAFFEINE

Benefits

- High biological activity
- Ability to penetrate the skin barrier
- Prevents excessive accumulation of fat in cells
- Potent anti-oxidant properties
- Increases the microcirculation of blood in the skin
- Stimulates the growth of hair through inhibition of the 5- α reductase activity

BENEFIT OF CAFFEINE FOR HAIR AND SCALP

- Improvement in barrier function and follicular penetration
- Inhibits enzyme Phosphodiesterase
- Increases cAMP levels in cells and therefore promotes proliferation by stimulating cell metabolism
 - Counteract Testosterone/DHT-induced miniaturization of the hair follicle



STIMULATES AND
PROMOTES HAIR GROWTH



CASE STUDY

International Journal of Trichology
Official journal of the Hair Research Society of India

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[Int. J. Trichology](#), 2012 Jul-Sep; 4(3): 185–186.
doi: [10.4103/0974-7753.100096](#)

PMCID: PMC3500065
PMID: [23180935](#)

Role of Caffeine in the Management of Androgenetic Alopecia
[Manish Bansal](#), [Kajal Manchanda](#), and [Shyam Sunder Pandey](#)

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"The beneficial effects of topical application of caffeine in AGA can thus be attributed to inhibition of phosphodiesterase, improvement in barrier function, follicular penetration, stimulation and promotion of hair growth. Thus it appears to be a useful adjuvant in the management of AGA. However, further studies need to be done to confirm and establish the role of caffeine in management of AGA"

International Journal of Dermatology

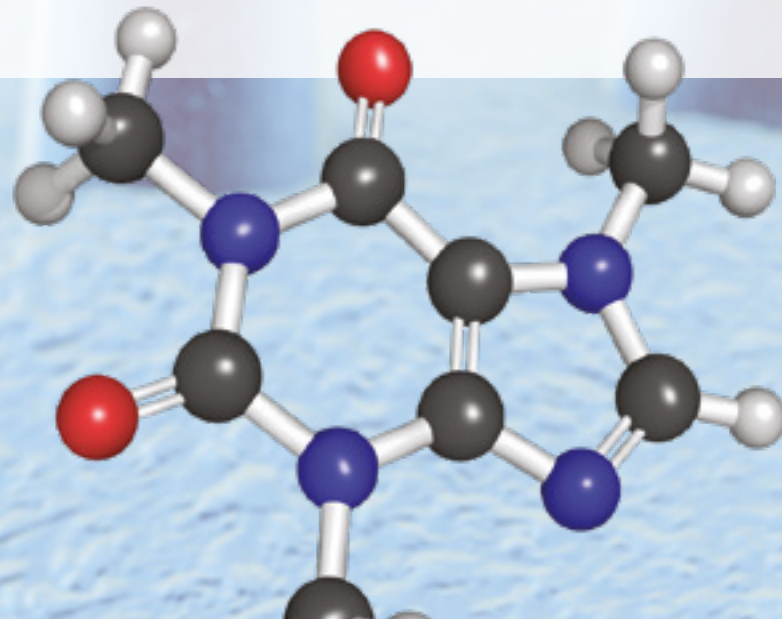
Effect of caffeine and testosterone on the proliferation of human hair follicles *in vitro*

T. W. Fischer MD, U. C. Hipler PhD, P. Elsner MD

First published: 03 January 2007 | <https://doi.org/10.1111/j.1365-4632.2007.03119.x> | Cited by: 33

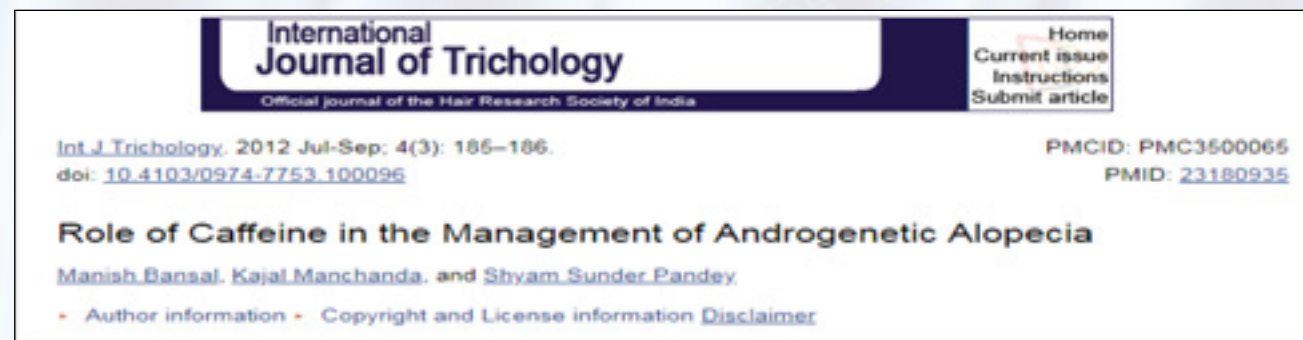
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"Results Significant growth suppression was found in hair follicles treated with 5 pg/ml testosterone. This was counteracted by caffeine in concentrations of 0.001% and 0.005%. Moreover, caffeine alone led to a significant stimulation of hair follicle growth. These results were confirmed immunohistochemically by Ki-67 staining."

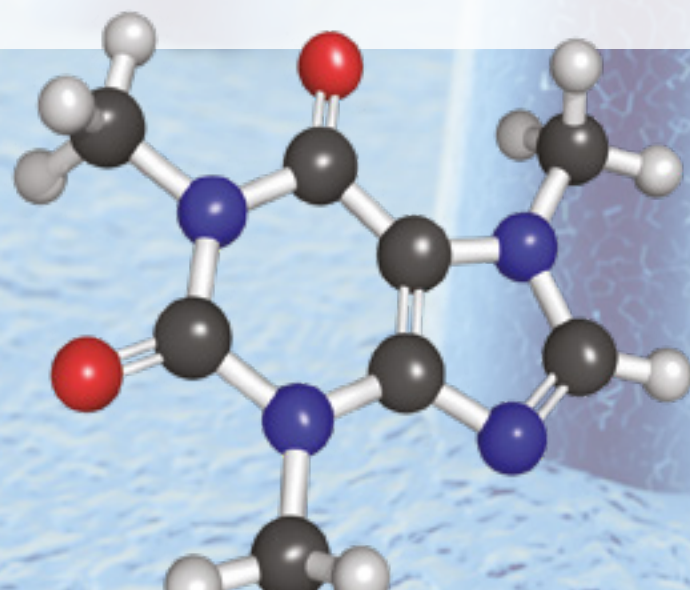




Case study



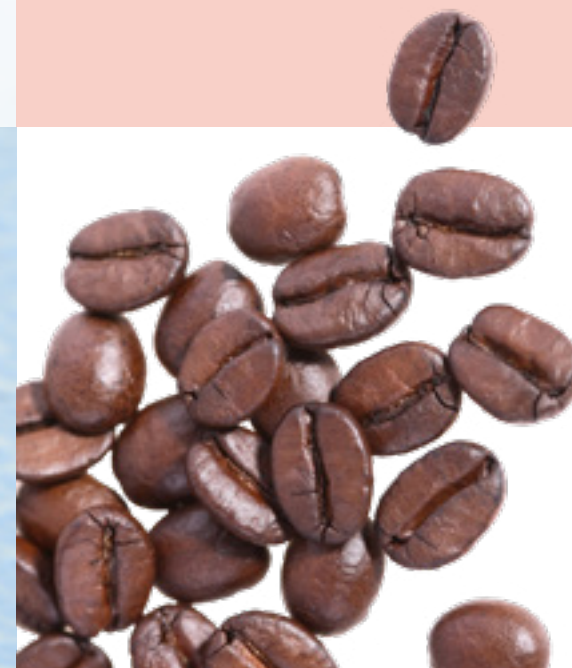
"0.001% of caffeine prevented the suppressive effect of testosterone on the cultured hair follicles. The stimulatory effect of lower concentrations of caffeine may be partly due to the increased levels of Cyclic AMP and partly due to a direct effect against apoptosis, which is induced in AGA"



EXITANS CAFFEINE SET

- Strengthen existing hair
- Stimulates secondary hair growth
- Increasing the blood supply to the hair follicles
- Produce more ATP

Exitans Caffeine Set has a positive effect on the hair follicles; the chemicla causes hair cells to produce more ATP (The energy for our biological cells). The production of more ATP helps the hair follicle in it's active growing phase, this results in the hair continuing to grow



Natural and
plant derived
with Polysaccharides



Exitans Epidermis