

Apples - A hair loss treatment from Japan?

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New Research

New study shows apple juice extract may help treat hair lossA new hair loss treatment has showed promising results, despite its peculiar origins: Apple Juice. The product, known as Medicated Mohkatsurin, has shown legitimate scientific efficacy in helping treat hair loss. We have the complete story here...Fancl succeeded in launching a new hair-growing agent, a quasi-drug called "Medicated Mohkatsurin PB". Fancl Corporation has collaborated with Kyowa Hakko Co., Ltd. for the commercialization of a hair-growing agent since April 1998 and obtained the NDA (New Drug Application) approval for "Medicated Mohkatsurin PB" as a quasi-drug from the Japanese Health Authorities, KOSEISHO, on October 12, 1999.

The product will be marketed nationwide through the sales network of Fancl from the 20th December, 1999. In Japan, 10 million persons are estimated to suffer from thin hair. Male pattern baldness is caused by inheritance, and disturbance in hormonal balance. It is increasing and will further increase in the future under a severe scalp environment. Under such situations, Kyowa Hakko undertook the study on hair growth around 10 years ago and has repeated the screenings (compound searching) of mainly natural materials using evaluation systems of its own development. As a result, Kyowa Hakko discovered that Procyanidins, a kind of Polyphenol extracted from Apples, possess the activity of selectively promoting the outer root sheath cell growth which causes hair growth, and has been engaged in the study for its practical use. It recently went commercial in collaboration with Fancl Corp. Procyanidin is well known to have potent effects of antioxidation, active oxygen elimination, and aging retardation, etc. It is commonly used as a safe and non-irritative raw material for cosmetics mainly in Europe. However, its application as a hair-growing agent is the first of its type. In "Medicated Mohkatsurin PB" is compounded "Procyanidin PB" rich in Procyanidin dimer and trimer found to possess the particularly marked activity of promoting proliferation of the outer root sheath cells in vitro. In addition, it contains Swertia Japonica (a Japanese green gentian) extract, Pantothenyl ethylether, and fÀ-glycyrrhetic acid are compounded to promote hair-regeneration and hair-growing effects by Procyanidins.

The product is formulated to make the effects of "Procyanidin PB" efficient. Fancl enters into the field of hair growth stimulators to generate new hair for the scalp and hair-growing agents with this "Medicated Mohkatsurin PB" born as a result of collaboration with Kyowa Hakko and will positively promote the sales as a new business strategy for the 21st century.

Fancl expects the sales amount of 100 million yen from the market launching at the end of March 2000 and 700 to 1,000 million yen for the whole fiscal year 2000 (from April 2000 to March 2001).

The details of the product are as follows:

Brand name: Fancl "Medicated Mohkatsurin PB" Price: 3,500 yen for a box of one bottle, 10,000 yen for a box of three bottles (plus turnover tax) Contents: 60 ml per bottle Application: About 1 ml once, two applications daily Ingredients: PB, Swertia herb extract, pantothenyl ethylether, fÀ-glycyrrhetic acid, wine yeast extract Characteristics: (1) "Medicated Mohkatsurin PB" directly activates the outer root sheath cells and hair matrix cells and promotes hair generation

and growth.

The disturbance in hair cycle (hair generation - anagen phase - catagen phase - telogen phase - hair loss) is said to be one of the causes of male pattern baldness. The product activates proliferation of the outer root sheath cells and hair matrix cells, promotes the shift to anagen phase in the hair cycle to decrease falling hair and promotes hair growth. (2) The product promotes blood flow to prevent falling hair. It provides dermal papilla cells and hair matrix cells with nutrition and oxygen, prevents falling hair, and promotes the growth of healthy hair. (3) The product keeps the scalp and hair in normal condition. It controls excessive activity of the sebaceous gland and suppresses the peroxidized lipid formation by an antioxidant effect, and prevents the damages on the scalp. It controls excessive male hormones, adjusts the hair cycle, and protects hair.

Note: HairlossTalk does not endorse nor have any information as to the validity of the claims found above. We simply found it interesting that a team of researchers saw positive results with hair using an Apple extract. Maybe one of you out there is a scientist who can use this information and build something from it. Keep the information flowing....!

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