



# Best Hair, Nail and Scalp Product

Consumers are becoming more confident in asking for advice about hair and scalp problems. There has been much media coverage about imminent ‘cures’ for baldness but this media speculation proves that the hair and scalp category is an important area for shoppers. The category has witnessed new product development over the last 12 months and this is expected to continue.

## Phyto Novathrix

Phyto Novathrix Hair Loss Treatment is the quintessential expert anti-hair loss product by Botanical hair brand Phyto. It combats sparse strands and work towards a thicker, fuller head of hair with. Formulated with 99% natural and plant-based ingredients, the effective treatment provides locks with the appropriate nutrients to reduce the potentiality of hair loss, thinning and snapping. Suitable for men and women, the formula works to strengthen strands and encourage resilience.

Tulip Extract fortifies the roots to help minimise the chances of hair loss. Celery Seed Extract boosts Wnt activity, a recently discovered mechanism in anti-hair loss that assists in the promotion of individual strand growth, while Globularia Stem Cells aid in advancing cellular energy. The expert combination of restoring and replenishing ingredients targets 16 biological factors of hair loss to reduce the possibility of unwanted thinning and breakages.

## Global Beauty Happy Scalp Brush

Healthy hair starts with the scalp, so it's time to make the most of your shampoo routine and take it to the next level with Global Beauty's "Happy Scalp Brush". Suitable for both adults and children, the Happy Scalp Brush is an essential tool in your haircare routine. Scalp Brushes have grown in popularity over the last number of years, and have been known to have a variety of benefits for both your hair and scalp health.

The Global Beauty Happy Scalp Brush has fast become a sell-out cult product for the brand, and it's no surprise with its endless hair loving benefits. From removal of excess oils and product build up, to exfoliating the scalp and enhancing blood circulation, the Global Beauty Happy Scalp Brush also makes the most of your shampoo and conditions, ensuring the product is massaged into the scalp and not absorbed by the fingers.

Cost - €10.99

Where to buy - <https://globalbeauty.ie/> and stockist nationwide.



## RELIFE U-Life 10 ecofoam

U-Life 10 ecofoam is a moisturising and smoothing foam with urea (10 per cent) that is specifically formulated for the scalp and is part of the second product range, which RELIFE, the Italian, dermatology and aesthetics skincare brand, has launched to the Irish market.

The U-Life range of products is specifically for the face, body, scalp, hands, feet, and for localised areas of hyperkeratosis offering relief for dry, rough and thickened skin at varying concentrations; and offers innovative solutions for people with common skin complaints. U-Life contains urea, which maintains the skin's hydration levels and also possesses keratolytic properties helping to exfoliate and soften dry, hard skin.

In a study of users with seborrheic or psoriasiform dermatitis of the scalp, consecutive use of the U-Life 10 ecofoam product once daily for 28 days significantly reduced the skin peeling/shedding in 85 per cent of users.

RELIFE is stocked in 300+ pharmacies nationwide.



## Skin, Nails and Hair Formula

Discover the little big difference to hair, skin and nails with this natural partner to your daily beauty regime. Premium, unique complex designed to help build collagen, a major component of skin, to support skin structure, a youthful glow and elasticity.

- Contains essential beauty nutrients including zinc, copper and vitamin C
- Helps to prevent damage to skin cells that may be linked to premature ageing
- Supportive of skin complexion and hair colour, as copper contributes to normal skin and hair pigmentation as well as to the protection of cells from oxidative stress
- Also provides MSM, silica as red algae powder (L corallioides, silicon dioxide), and amino acids (L-Lysine and L-Proline)
- Protects against free radical damage
- Vegan, Vegetarian, Kosher, Halal



## Naturigin

Naturigin was founded by husband and wife Mette and Stig From Denmark. Mette was diagnosed with breast cancer. This forced them to rethink their lifestyle. Luckily, Mette recovered but this experience spurred them on to make a change and to avoid chemicals where possible. In the search for quality natural organic sustainable hair colour the family started their journey to create a healthier alternative to chemical hair colour.

Naturigin was borne, available in 19 shades.

Manufactured in Denmark using windfarm energy.

Derived from 98.2% natural ingredients containing 12 organic ingredients.

Naturigin is suitable for Vegans, post chemo customers, customers with sensitive and itchy scalps, and people who care about the environment and sustainability. It is cruelty free.

