

# évolis

PRESS RELEASE

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## INTRODUCING ÉVOLIS

### THE FIRST CLINICALLY VALIDATED HAIR GROWTH PRODUCT TO BE RELEASED IN OVER TWO DECADES

The result of 12 years of research and development, Évolis Tonic is a revolutionary new hair product launching in Australia. With TGA approved claims, Évolis promotes hair growth, helps reduce hair loss and thinning, and restores the natural growth cycle of the hair by inhibiting FGF-5.

Available on pharmacy shelves in Australia from June, men and women of all ages will experience benefits within four months of use and noticeable results may start even earlier.

When using Évolis, the first thing women may notice is a significant reduction in the loss of hair due to age, drug therapy, pollution or stress. Benefits will include improved hair line and longer, thicker, more evenly growing hair.

Men should also reap the benefits of Évolis with a reduction in hair loss caused by environmental factors, and age related hair loss. Most importantly, they can expect an improved hairline, better hair growth at the crown and improved hair thickness.

Évolis Tonic contains active ingredients that work together to reactivate the resting hair follicles and transition them into growing. The fragrance free formula uses only natural extracts including *Poterium officinale* , *Rosa multiflora* , *Eriobotrya japonica* , *Ginkgo biloba* , and *Swertia chirata* .

In independent clinical trials daily hair loss was shown to have reduced by 40%. The same studies showed a 25% increase in the rate of hair growth.\*

#### The science behind Évolis...

Each healthy hair follicle has a growth (anagen), transitional (catagen) and resting (telogen) phase. These three phases together represent the hair cycle, which can last from one to seven years depending on individual factors. The protein that triggers the hair to go from "growth" to "rest" phase and eventually fall out is called FGF-5. Ageing, exposure to pollution, stress and illness may cause an accumulation of FGF-5 in the scalp and a shortening of the hair cycle, resulting in hair becoming weaker and falling out earlier. **Évolis tonic contains herbal plant extracts which have been found to inhibit FGF-5 and extend the growth cycle of the hair.**

Directions for use: For best results apply twice daily directly onto the scalp. On dry hair, spray 2-3 times into the roots and use fingers to distribute by massaging it gently. On wet hair, spray 2-3 times into the roots and use fingers to distribute massaging gently; blow dry to heat activate for superior benefits.

**RRP: \$89.00 (50mL)**

Évolis Tonic will be available in pharmacies nationally from June 2012.

For stockist details visit [www.evolisproducts.com.au](http://www.evolisproducts.com.au) or phone 02 9299 4011.

\*Clinical trial results available upon request.

