

VIRTUE® FLOURISH

INTRODUCTION

Forty percent of women experience hair loss by the time they're 40, and it only increases with age. The root causes of female hair loss are complex: Genetics, emotional and physical stress, and underlying medical conditions such as hormone imbalances, thyroid issues, and disease-related therapies and medications are all contributors. Historically, most research related to hair loss focused on men. It's only recently that the full impact of contributing factors has been studied in women.

Early on, we recognized that Minoxidil—the gold standard and the only FDA-approved hair growth treatment—wasn't right for everyone. It can't be used during pregnancy, requires daily washing, and can be irritating. So we created a solution: We studied female hair loss and made products to address it.

After conducting a six-month, in-home use, and a scalp microbiome study, we took things a step further and conducted a third clinical study to look at the efficacy of Virtue Flourish products on female hair loss. Part 1 measured the efficacy of Minoxidil and Flourish Density Booster for comparison via instrumentation, photography, and consumer perception. It was part of a regimen that also included Flourish Shampoo and Conditioner for Thinning Hair. Since hair loss after discontinuation of the use of Minoxidil is well studied, Part 2 focused on hair retention starting three months after discontinuing the use of the Flourish Density Booster regimen.

METHODOLOGY

A panel of 65 women used either the Flourish Minoxidil regimen (Flourish Shampoo for Thinning Hair, Flourish Conditioner for Thinning Hair, Minoxidil 5% Foam) or Flourish Density Booster regimen (Flourish Shampoo for Thinning Hair, Flourish Conditioner for Thinning Hair, Density Booster) for 6 months. This tests our hypothesis that the Flourish Density Booster worked as well or better than Minoxidil, and that the Flourish Shampoo and Conditioner helped to reduce the irritation associated with Minoxidil after discontinuing the use of the Density Booster Regimen after 6 months of regimen use.

This included women ages 35–59 who were experiencing excessive shedding, thinning hair, and/or receding hairline, with a score of I-III for hair loss (women), and/or thinning hair was determined by an expert grader.

The panelists visited the testing center at baseline, four months, and six months. The measurements included:

- Phototrichogram hair assessments conducted at baseline, four, and six months.
- Digital photography – baseline, four, and six months.
- Self-assessment questionnaires completed at baseline, three, four, six and nine months.

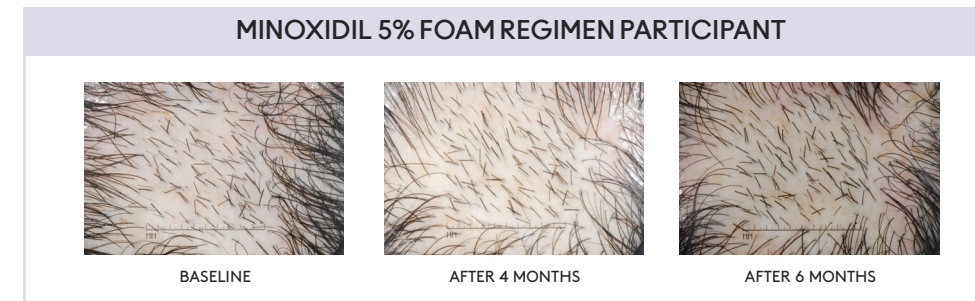
Women used one of the two regimens for six months. Product usage was discontinued, and then a questionnaire was answered at nine months, and three months post-usage by the group using the Density Booster regimen only.

A Double-Blind, Randomized Clinical Evaluation of the Effects of Topical Products on Hair Appearance and Condition.

RESULTS

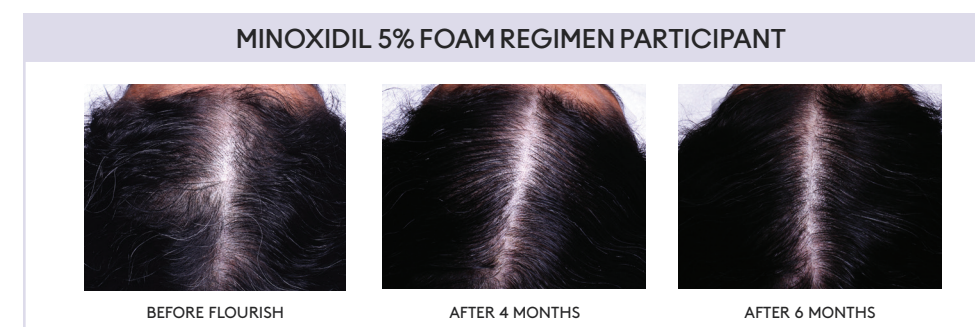
PHOTOTRICHOGRAM

Images at baseline, four, and six months for two representative subjects



PROFESSIONAL PHOTOGRAPHS

Images at baseline, four, and six months for two representative subjects



CONSUMER PERCEPTION

3 months compliance questionnaire

QUESTION	REGIMEN	3 MONTHS (YES)
Are you seeing less shedding / fall out?	Density Booster	88.60%
	Minoxidil	96.70%
Are you seeing any new hair growth?	Density Booster	97.10%
	Minoxidil	100%
Are you experiencing any negative side effects?	Density Booster	0%
	Minoxidil	0%

Key questionnaire results at 4 and 6 months

QUESTION	REGIMEN	4 MONTHS (YES)	6 MONTHS (YES)
Hair has more volume	Density Booster	80%	94.30%
	Minoxidil	96.70%	96.70%
Hair looks fuller	Density Booster	85.70%	94.30%
	Minoxidil	96.70%	96.70%
I notice my existing hair growing faster	Density Booster	85.70%	100%
	Minoxidil	96.70%	100%
Hair feels thicker	Density Booster	71.40%	82.90%
	Minoxidil	73.30%	83.30%
I notice less shedding/fall out	Density Booster	91.40%	91.40%
	Minoxidil	96.70%	100%
Scalp is less visible	Density Booster	82.90%	97.10%
	Minoxidil	96.70%	96.70%
I see new hair growth	Density Booster	94.30%	97.10%
	Minoxidil	100%	100%
I feel better about my hair	Density Booster	94.30%	96.70%
	Minoxidil	100%	96.70%
This regimen is more effective than other hair growth solutions I've tried in the past	Density Booster	85.70%	94.30%
	Minoxidil	100%	100%
How likely would you be to purchase these products if they became available	Density Booster		100%
	Minoxidil		96.70%

Three months after discontinuing use of the Virtue Labs Density Booster regimen, panelists said they saw:

No more shedding than normal	6.30%
A slight amount more shedding than normal	3.10%
A moderate amount more shedding than normal	0%
Hair shedding or fall out	15.60%
No new growth	0%
A slight amount of new growth	12.50%
A moderate amount of new growth	18.80%
New hair growth	43.80%

Three months after discontinuing use of the Virtue Labs Density Booster regimen, panelists were asked to indicate, if they experienced greater than normal hair shedding/fall out, when it began:

1-3 weeks after stopping the test products	15.60%
4-6 weeks after stopping the test products	0%
7-9 weeks after stopping the test products	15.60%
10-12 weeks after stopping the test products	15.60%
I have not experienced more hair shedding than normal	53.10%

*According to Rogaine, once Minoxidil product use is discontinued, you will probably lose your newly regrown hair within 3 to 4 months and will look the way you looked before using the products.

CONCLUSION

After six months of use, there was no statistically significant difference between the Flourish Density Booster Regimen and the Flourish Minoxidil Regimen as measured by self-assessment questionnaires, instrumentation, and photography.

PHOTOTRICOGRAM ANALYSIS

- Density Booster Regimen: a statistically significant improvement in hair growth and density was observed after 120 and 180 days of regimen use.
- Minoxidil Regimen: a statistically significant improvement in hair growth and density was observed after 120 and 180 days of regimen use.
- Density Booster Regimen versus Minoxidil Regimen: No statistically significant difference was observed for Density Booster Regimen in comparison with Minoxidil Regimen for improvement of hair growth and density after 120 and 180 days of regimen use.

SELF-ASSESSMENT QUESTIONNAIRE

- Density Booster regimen provides more fullness/thickness/volume to thinning hair.
- Density Booster regimen supports and promotes healthy hair growth.
- Density Booster regimen promotes hair density by reducing shedding.
- Density Booster regimen promotes a less visible scalp.
- Density Booster regimen supports and promotes new hair growth.

VIRTUE[®] FLOURISH

For more information on this clinical study please
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