

## ATP HairComplex Hairtonic and HairComplex Mild Shampoo

Hairtonic for use in preventing hereditary hair loss · Approved by dermatologists

### NewCare ATP HairComplex Hairtonic

With NewCare ATP HairComplex you bought a hair tonic with a completely new mechanism.

A special microemulsion enriches the hair root (or papilla) with the energy necessary for growth – ATP (Adenosintriphosphat)

#### Use:

Part your hair and apply NewCare ATP HairComplex once daily on your scalp (use spray, 4 puffs not more into dry or towel dry hair or use dosing tip thrifly use only some droplets). Gently massage into your scalp.

**Use daily during the starting phase (one month)**

**From the beginning of the second month use ATP HairComplex twice weekly.**

For a gentle hair wash, please use NewCare HairComplex Shampoo. Its ingredients complement those of the tonic and strengthen its effects.

**How does NewCare ATP HairComplex Hairtonic work?**

#### Background :

Humans have about 70,000-150,000 hair per head. This means a density of about 200 hair per square centimeter. Scalp hair grows about 0.3-0.5 mm per day, about 1 cm per month.

Each hair has a life cycle with 3 phases. Usually, each hair follicle (at the hair root) can go through 10 to 30 of these cycles before being unable to grow new hair.

How often each hair root goes through these phases, and how long these phases last is genetically different in each person. Thus, the maximal hair length is different from person to person.

#### Hair growths in three cycles:

##### a) Anagen phase (growing phase):

ca. 80% of hair is in this stage

In this active growth phase, hair is produced in the follicle, growing longer and thicker. This phase lasts about 2-6 years.

##### b) Katagen phase

(Hair loosens, ca. 1% of hair)

In this transition phase the hair changes: cell division stops, the hair roots no longer receives nutrition and shrinks.

Ca. 1% of hair is in this phase, which lasts about 2 weeks.

At its end, the root keratinizes and is ready for the last phase.

##### c) Telogen phase (also resting phase)

or hair loss phase, ca 18-19 % of hair).

Renewal of the hair papilla and start of cell division for growing new hair.

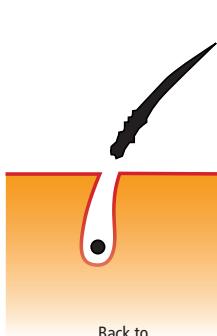
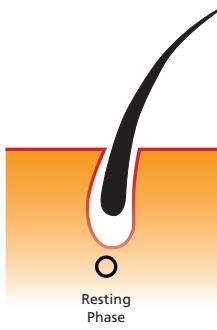
In this resting phase, the metabolic activity of the hair follicle stops, the hair degenerates and is shed. About 18 to 19 % of all scalp hair goes through this phase, which lasts about 3 months. Then, the hair matrix produces a new hair. The new hair grows out the old hair; it is shed. The hair cycle starts anew in the growing phase.

#### How it works: :

Each process in our body, like cell division and producing new hair, needs energy.

This energy is ATP (Adenosintriphosphat).

Our mitochondria produce our own weight in ATP once a day! This is the amount we use daily. With age, ATP production decreases up to 40 %. This means that cell growth (cell division) decreases.



#### NewCare ATP HairComplex

is unique in its composition and mechanism and provides the energy necessary for your hair to grow stronger and denser and more beautiful.

NewCare ATP HairComplex contains five nutritional ingredients and two ATP-providers:

##### 1.) Curcumin

ATP production occurs in the mitochondria's double membrane at only a light wave length of 235 nm.

Curcumin is the only substance which can preserve this light wave lengths to make it available for ATP production. Thus, it strengthens ATP production. Via the microemulsion Curcumin is transported to the cell, preserves light of a wave length of 235 nm, which leads to an increased ATP production.

Combining both substances transported by the microemulsion leads to a significantly higher production of ATP in the cell.

Cell division is speed up, meaning that hair grows faster.

NCP NewCare Products uses this original research all across the world to develop a new and original formula using curcuma, transporting it directly to where it is needed for growth.

##### 2.) Aloe Vera Extract

Aloe Vera contains about 100 different types of sugars. These are metabolized in the cell. In each metabolism ATP is produced 3 times!

#### Complementary active ingredients:

##### • Biotin (Vitamin H)

Hair is made of 80 % keratin.

Biotin is an important part of keratin. The microemulsion provides a high concentration of biotin to the cell. Hair can thus grow faster and stronger.

##### • Stinging nettle extract

Stinging nettle extract supports circulation in the scalp and thus improves the cell's oxygen supply.

##### • Urea

looses encrusted dandruff and provides moisture.

##### • Lactic Acid

maintains a stable acid barrier and prevents dermatophyte infections.

##### • Dexamethasone

provides care and moisture for the scalp.

NewCare ATP HairComplex is unique in its composition and mechanism

NewCare ATP HairComplex provides the energy for hair to grow healthier, better and denser.

#### Ingredients Hairtonic:

Aqua, Alcohol denat., Aloe Barbadensis Leaf Juice, PEG-7 Glycerol Cocoate, Polysorbate 80, Panthenol, Urea, Sodium Laureth Sulfate, Sodium Benzoate, Glycerin, Parfum, Lactic Acid, Potassium Sorbate, Urtica Dioica Leaf Extract, Coumarin, Citric Acid, Sodium Sulfite, Curcuma Longa Root Extract, Biotin

HairComplex mild Shampoo is the perfect complement for ATP HairComplex Hairtonic

### NewCare HairComplex Mild Shampoo

NewCare HairComplex Shampoo is a mild shampoo for sensitive scalps.

Its special tensides are also suited for babies and children.

The energystorage which is generated by NewCare ATP Hairtonic is sensitive to oxidation. Most of the traditional hair shampoos contain Oxidants. In this case the effect of the Hairtonic would be significantly limited or rather the effect would be cancelled.

The Shampoo also contains Curcuma and Aloe Vera.

Studies at the University of Manchester showed that hair follicle possess fragrance receptors sensitive to sandalwood fragrance. These OR2AT4-receptors react to sandalwood

Stimulated by sandalwood fragrance, OR2ATA receptors prolong the hair's growth phase by preventing degeneration of keratinocyte cells in the hair and by improving the production of a growth factor in the outer layers of the hair follicle.

NCP NewCare Products GmbH uses this knowledge by adding sandalwood fragrance in both products, NewCare ATP HairComplex Hairtonic und NewCare HairComplex Mild Shampoo.

#### Ingredients Shampoo:

Aqua, Cocamidopropyl Betaine, Sodium Laureth Sulfate, Lauryl Glucoside, Polysorbate 80, Aloe Barbadensis Leaf Juice, Sodium Chloride, Sodium Benzoate, Citric Acid, Parfum, Potassium Sorbate, Alcohol denat., Curcuma Longa Root Extract, Sodium Sulfite



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