

# FOLIGAIN® Trioxidil® Clinical Study Results

<b>TITLE</b>	A Study to Evaluate the Efficacy of FOLIGAIN® Trioxidil® Regimen: Shampoo, Conditioner, Treatment – For Men & Women
<b>YEAR</b>	2019
<b>RESEARCHER</b>	Princeton Consumer Research Corp.
<b>METHODS</b>	Monadic (clinical expert evaluation); Controlled (brush friction count method); Self-perception
<b>SUBJECTS</b>	30 male and 30 female volunteers, 18-75 years of age, with self-assessed thinning or dry/brittle hair
<b>DURATION</b>	120 days (4 months)
<b>STUDY PROJECTS</b>	FOLIGAIN® Trioxidil® Shampoo, Conditioner, and Topical Treatment for Men and Women. Subjects used the shampoo and conditioner at least 3-5 times per week. Subjects used the topical treatment daily following the application instructions.

<b>CLAIM</b>	<b>METHOD</b>
Reduces Hair Loss / Hair loss due to breakage	Brush friction count method
Improves hair strength	
Improves volume and thickness	Expert assessment and self-perception
Improves scalp health	
More softness and shine	
Improves hair count	Macro photography/expert assessment

**CONCLUSIONS**

Under the conditions of the study, evaluator assessed hair attributes, shine, volume, thickness, softness and scalp health were statistically improved at each monthly assessment time point ( $p < 0.05$ ), hair strength was significantly improved over the four-month assessment period ( $p < 0.05$ ). Hair count of macro photographs increased (6.15) significantly between baseline ( $126.41 \pm 49.62$ ,  $n=61$ ) and month four ( $132.56 \pm 49.91$ ,  $n=61$ ;  $p < 0.05$ ). Data from the BFCM showed a reduction in broken (-76.32%;  $p < 0.05$ ) and intact (-76.35%;  $p < 0.05$ ) hairs over the four-month time period.

Self-Perception Questionnaires indicate highly favorable responses for all of the statements at month 4 indicating that subjects perceived the products highly favorably.

**180%**  
more hair volume at 4 months

**98%**  
had a soothed, calmed scalp at 4 months

**75%**  
of people had improved hair count at 2 months; 85% at 4 months

**76%**  
less hair loss at 4 months\*

Significant improvements for softness and shine at **2 months**

\* due to breakage

**HAIR COUNT**



Figure 1 - Changes in Hair Count

**EVALUATOR ASSESSMENT**

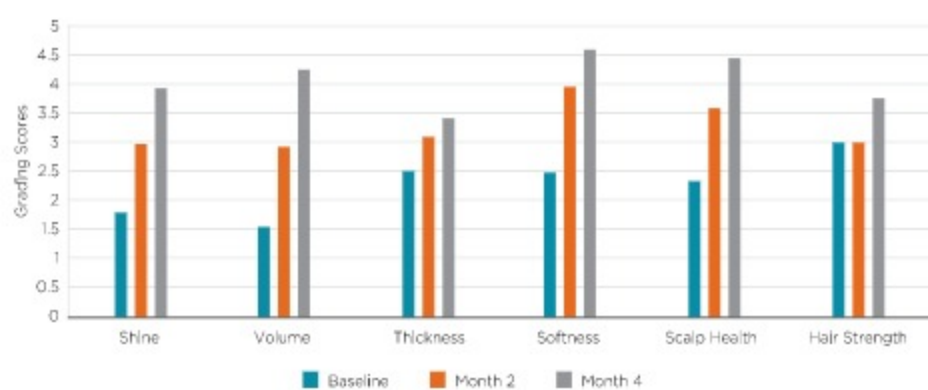


Figure 2 - Statistically Significant Evaluator Assessment Results

**% LESS HAIR LOSS FROM BASELINE**

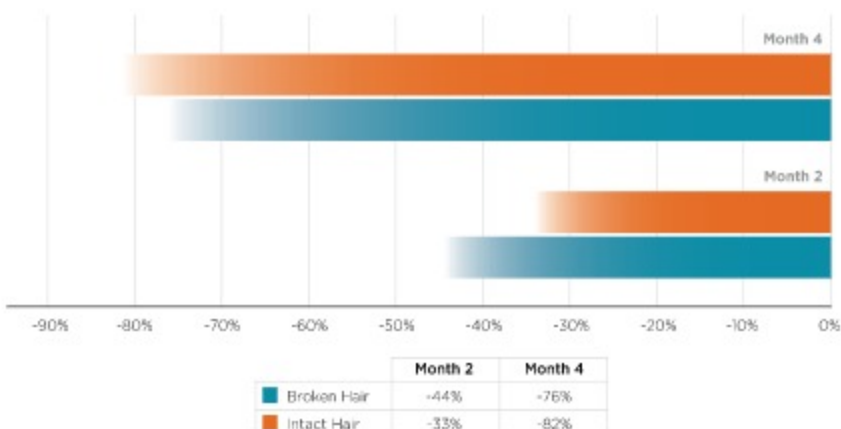


Figure 3 - Brush Friction Count Method Results

**SELF-PERCEPTION**

Attribute	Month 2 (Agree + Strongly Agree)	Month 4 (Agree + Strongly Agree)
Volume	98.36%	100%
Thickness	98.36%	96.72%
Softness	95.08%	96.72%
Shine	93.44%	96.72%
# Hairs Increased	75.41%	85.25%
Decreased Hair Loss	80.33%	88.52%
Strength	91.80%	93.44%
Prevented Hair Breakage	91.80%	93.44%
Scalp Health	91.80%	93.44%

Table 1 - Self-Perception Questionnaire Results

**CLINICAL PHOTOGRAPHY**

