



*Anti-hair loss solution
& hair beauty*

ROBERTET
HEALTH & BEAUTY

Hair loss in women



Hair loss affects up to 50% of women in their life time and it has a great impact on quality of life.

The causes of hair loss in women are multiple:

- Stress
- Nutritional deficiency
- Aging
- Inappropriate or aggressive hair treatment
- Following childbirth

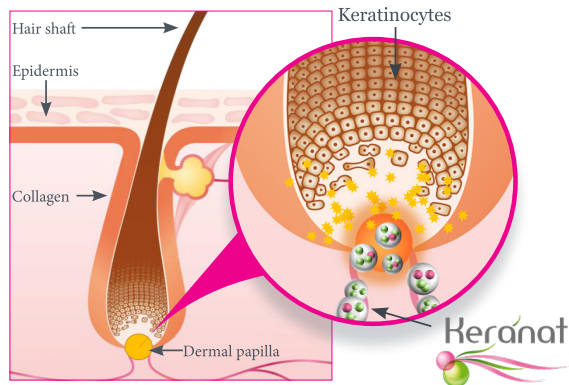
In parallel, the offer for new and efficient solutions to fight against hair loss is very poor compared to other beauty market segments.



Kerانات™, a plant-based patented solution to fight against hair loss

Stronger hair anchorage

Kerانات™ strengthens the collagen naturally present around the hair bulb for a better hair anchorage.



Hair growth booster

This smart patented encapsulation system of miliacin by polar lipids boosts by 140% the cell proliferation in hair bulb, to help hair growth.

A beautiful hair

Clinically proven, Kerانات™ beautifies the hair by improving hair volume, density, brightness and silkiness.

Millet, strength and beauty

In the majestic hanging gardens of Babylon, millet, considered as a strong **symbol of fertility and power**, grew in abundance. It was so big that it was impossible to give its size.

Attila, king of the Huns, was aware of the strength and power that millet brought. He made it his favorite dish during his military conquests.

Millet is also known for centuries to give shine to the hair. The word “hair” is very often used by botanists to describe the shape of the ear of millet and this link is very old.

Strength, power and beauty characterize millet and are found in Keranat TM. **Keranat TM boosts cell proliferation, strengthens the anchoring of the hair and gives it shine.**

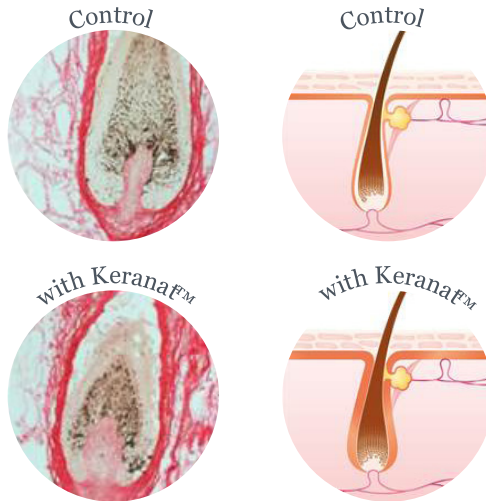
Today, it is in **mythic Chambord** area, where French King François I used to live, that our millet is carefully grown.



Stronger hair anchorage

Collagen thickness - Ex-vivo test

The collagen sheath around the hair bulb is significantly thicker with Keranat™ compared to the control scalp.



+20%
thicker

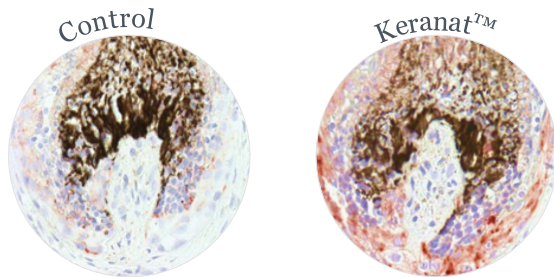
The hair anchorage is stronger, contributing to fight against hair loss.

Ex-vivo test, 8 subjects (2 women, 6 men, 53 years old average).

Hair growth booster

Cell proliferation - Ex vivo test

Cell proliferation is significantly increased in hair bulb, promoting a healthy hair growth.



*Kerانات™ boosts cells
proliferation in hair
bulb by **140%***



Hair loss reduction

Clinical study oral ingestion

Hair loss was evaluated after 6 and 12 weeks.

After 12 weeks Keranat™ significantly decreases hair loss by 50% compared to the beginning.

At W12, the hair loss reduction is significantly more important in Keranat group compared to the placebo one.

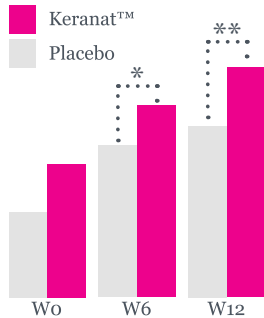


Double-blind, randomized, placebo controlled clinical study, 60 women, 12 weeks.

Hair brightness and hair beauty

Dermatologist evaluation through clinical scoring

After 6 weeks, Keranat positive effect on hair beauty and hair brightness is already significant compared to the placebo ($p < 0.01$).



* p inter-group 0.05

** p inter-group 0.01

 **75%**
of women noticed an
increase of hair brightness,
softness and silkiness





Kerانات™ at a glance

Key facts

- Millet grown in Chambord area in France
- 100% vegetal and natural, non GMO
- 2 scientific publications
- U.S patent : US 9, 180, 135
- Eco-friendly methods of extraction
- 300mg a day, easy to formulate
- Gluten-free
- Europe beauty claim “Kerانات™ improves hair brightness, volume and beauty”
- USA: FDA New Dietary Ingredient
- Canada health claims :
 - Helps to decrease hair loss by reducing shedding hair
 - Helps to normalize the hair cycle
 - Improvement of hair health

Key benefits

- Hair loss reduction
- Hair beauty and brightness

Applications

- Soft gel capsules
- Beauty drinks - shots
- Cosmetics



Home of Nature™

Robertet is truly the Home of NATURE™ thanks to its **unique expertise in clinically proven botanical ingredients, essential oils and natural flavours and fragrances.**

This polyfunctional skill in natural ingredients makes Robertet **a full natural solutions provider** for food supplements, cosmetics, and functional food & beverage companies.

Robertet's natural savoir-faire goes **from the seed or field selection to the compounded natural solution** taking into account the challenge of contaminants and the valorization of the residues.

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Notes



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GROUPE