HairLess Control

Because less is more: take control of regrowth

EPHYLA
Natural Active Design

A Scientific Breakthrough in Hair Growth Reduction

HairLess Control represents a breakthrough in hair growth control, leveraging advanced dermal science to deliver proven results in reducing hair density and regrowth.

HairLess Control targets the dermal papilla cells, reducing vascular endothelial growth factor (VEGF) expression, a key driver of follicular vascularization and hair growth. By inhibiting VEGF, HairLess Control disrupts the follicular cycle and effectively slowing their activity. This mechanism ensures finer, slower regrowth while maintaining optimal skin comfort, making it ideal for sensitive skin and daily use.

Rising Demand for Premium Hair Removal Solutions:

Consumers are increasingly seeking products that go beyond basic hair removal to provide extended benefits such as prolonged smoothness and reduced hair regrowth.

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Skin Sensitivity and Gentle Formulations

Frequent shaving and depilation often lead to irritation, especially for sensitive skin. Hair growth inhibitors are gaining popularity as they provide a gentle, daily-use alternative that minimizes irritation while effectively slowing hair regrowth

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Expanding Appeal Across Genders

The unisex positioning of hair growth inhibitors has broadened their market reach. While women traditionally dominate the market for post-depilation care, men are increasingly adopting these products in grooming routines, particularly in aftershave balms and lotions with added hair growth inhibition benefits. This dual-gender appeal enhances market potential and drives product innovation.

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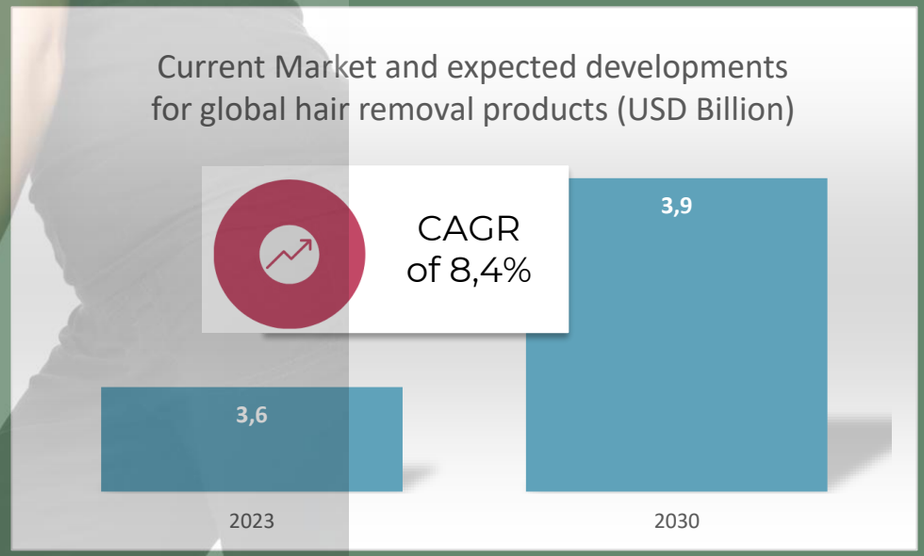
Key Market Drivers for Hair Growth Inhibitors



Data Grand View Research

Giving New Life to Nature's Resources: HairLess Control Upcycling Story

HairLess Control is created from the *Balanites roxburghii* seed cake a valuable byproduct of Desert Date oil production.

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This process transforms a waste stream into a high-performance skincare ingredient.

Environmentally responsible beauty that reduces waste and supports local communities.

HairLess Control demonstrates how upcycling can drive innovation in the beauty industry while promoting sustainability

Empowering Communities Through Sustainable Sourcing

Faced with today's growing challenges, Ephyla has made supply chain sustainability and resilience a cornerstone of its strategy, building decades of proven expertise

01 Job Creation and Local Empowerment

1200 People involved from harvest to extraction

14 Micro Cosmetic Workshop sets up

02 Education Support

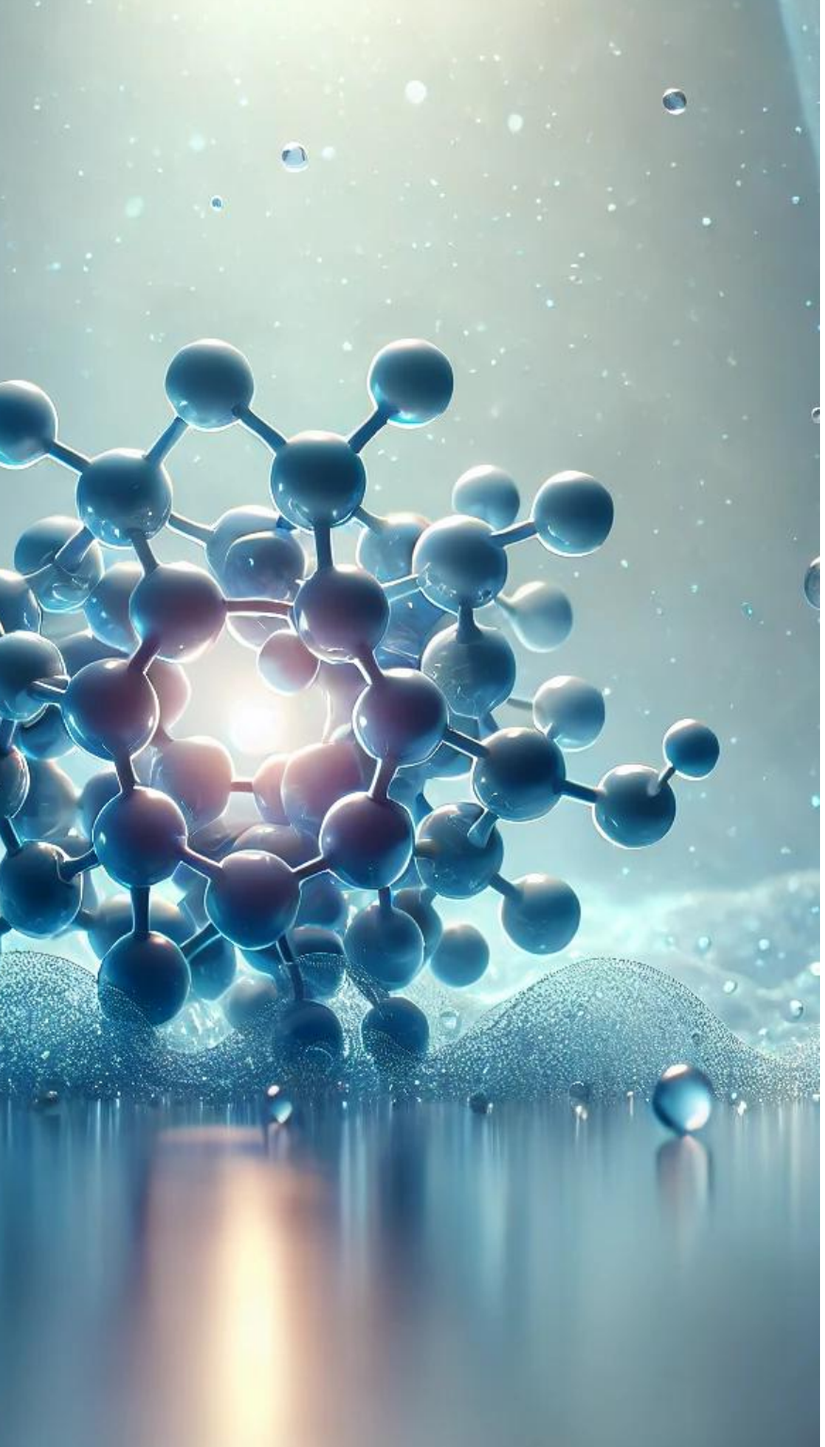
120 Merit-based scholarships annually

31K Prepared and distributed meals annually

03 Environmental Stewardship

10K Young plants planted annually

14K Hectars of Ecocert certified Area in Burkina Faso



VEGF Reduction and Its Implications on Hair Growth Inhibition

Vascular Endothelial Growth Factor (VEGF) is a critical mediator of hair follicle growth, cycling, and perifollicular vascularization.

Its role in promoting angiogenesis makes it essential for maintaining the anagen (growth) phase of the hair cycle.

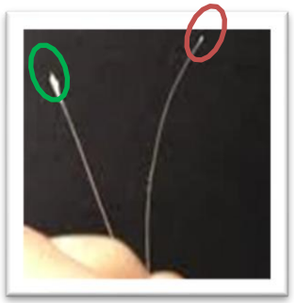
Conversely, reducing VEGF expression can significantly impact hair growth by disrupting the follicular vascular support system.

+ *In Vitro / Ex Vivo*

Sampling and qualification of a root bulb

Telogen phase bulb not retained

Anagen phase bulb retained



Isolation and cutting of the bulb

Planting bulbs on hDPC mats in *in vitro* culture

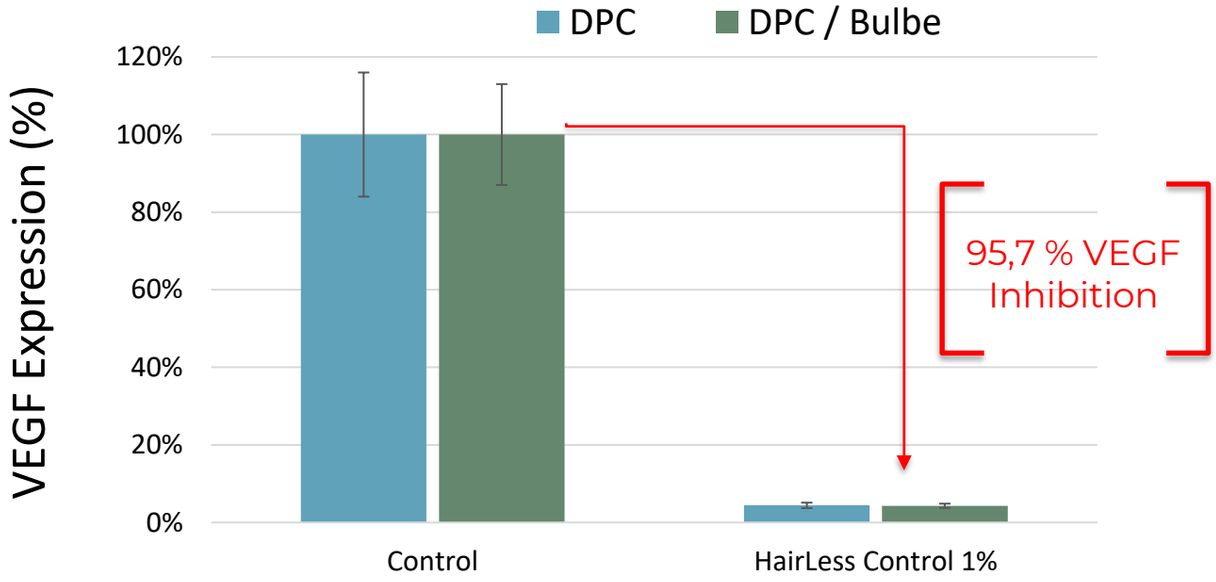
MATERIAL AND METHOD

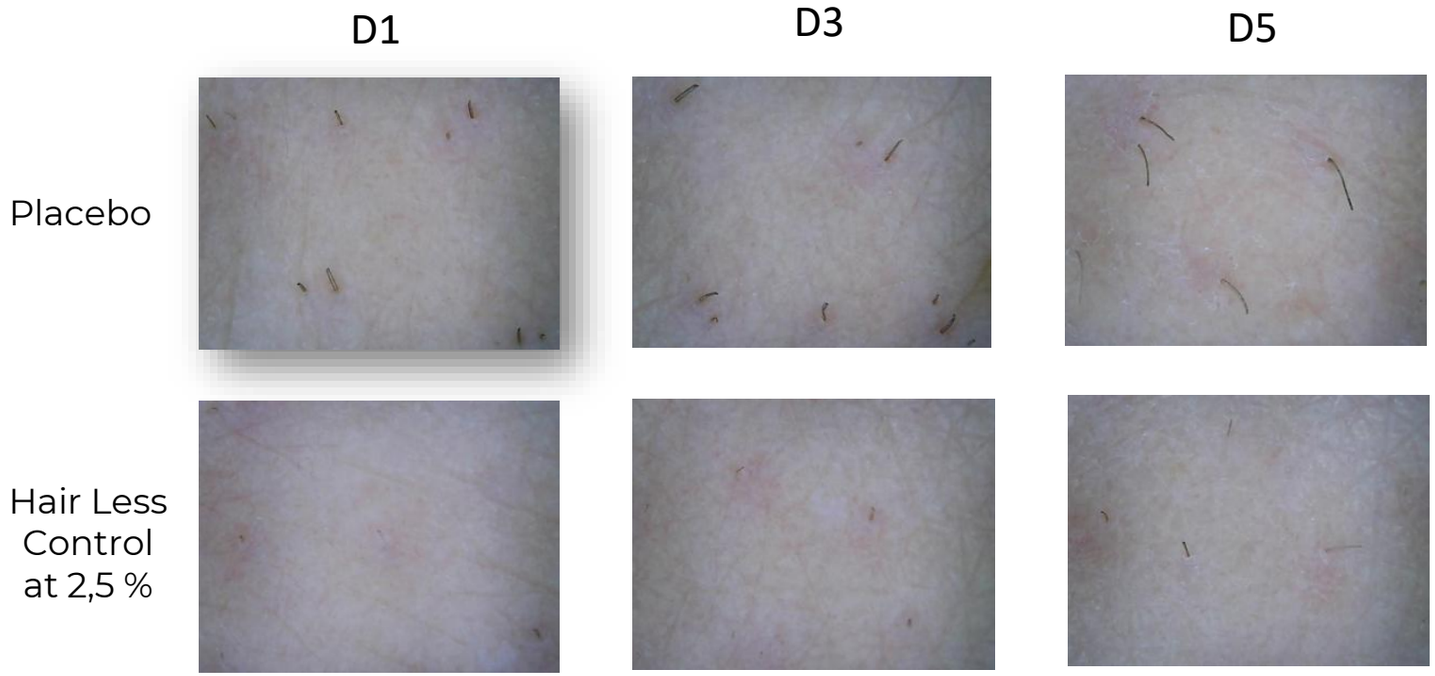
Bulb Isolation: Root bulbs were obtained from hair follicle isolated from female volunteer donor and DPC

Culture Conditions: Bulbs were positioned/conserved in DPC cultures. Cells and bulbs were maintained at 37°C in a humidified atmosphere containing 5% CO_2.

Treatement with HairLess Control: Cells and bulbs cultures were treated with HairLess control at concentration of 1,0% for 72h

VEGF expression level: Supernatants were collected and VEGF level was measured using a specific ELISA kit.





Inhibitory effect on 100% of the panel

Shaved Legs: The average hair growth on the right leg treated with the product was reduced by **18.4%** compared to the untreated left leg.

Depilated Legs: The average hair growth on the treated right leg was reduced by **20.4%** compared to the untreated left leg.

+ *Clinical Results*

MATERIAL AND METHOD

AIM: the study aimed to evaluate whether the product reduces hair regrowth.

Panel: The study was conducted on 30 female volunteers aged between 24 and 54 years.

Duration: 14 days.

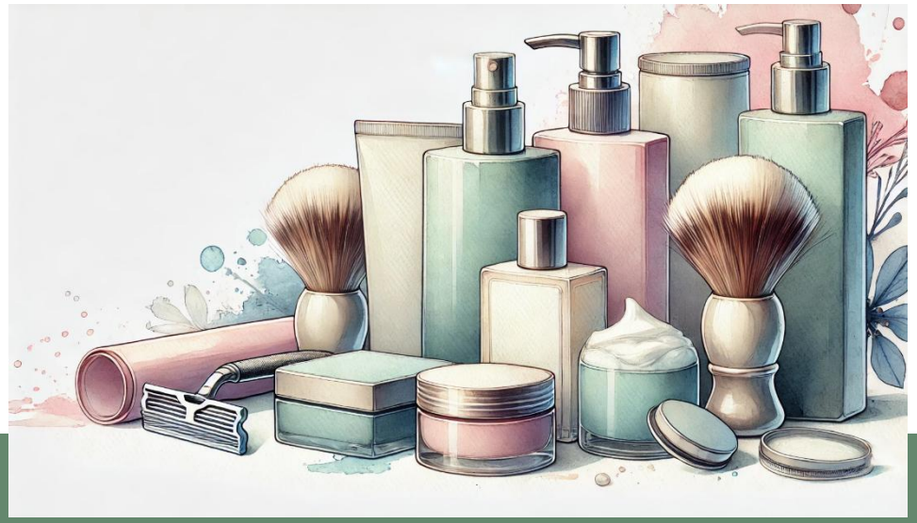
Application instructions: the product was applied once daily after showering to the right half leg (knee to ankle) using 4 to 5 sprays, followed by massaging until complete penetration. The left half leg served as a control and did not receive any product application.

Groups:

- Group 1 (15 volunteers): Product applied to shaved legs
- Group 2 (15 volunteers): Product applied to depilated legs

Method: Hair length was measured using an electronic caliper on five adjacent hairs at each measurement point. Measurements were performed three times per volunteer to eliminate errors, and results were averaged.

HairLess Control: Prolongs smoothness, reduces hair growth, and cares for sensitive skin



Cosmetic Use

Post-Hair Removal Care: HairLess Control is ideal for use in products designed to extend the smoothness of skin after depilation or shaving.

Men’s Grooming: Effective in after-shave products like gels or balms, providing soothing care for sensitive skin.

Deodorants: Compatible with deodorant formulations, especially those requiring additional skin benefits.

Skin Benefits of HairLess Control

Prolonged Smoothness: Helps maintain the softness of skin after hair removal treatments for a longer duration.

Reduces hair growth: Inhibits hair follicle activity, slowing down hair regrowth and resulting in finer, less frequent hair over time.

Ideal for sensitive skin: Reduces the need for frequent shaving or depilation, making it suitable for individuals with sensitive or irritation-prone skin.

Technical Specifications

INCI: Ethyl linoleate & Balanites roxburghii seed oil

APPEARANCE: brownish yellow liquid preservative free

FORMULATION: oil soluble

DOSAGE: 1-2 %

NOI: 1

SAFETY PROFILE:

- Cutaneous: Non-Irritating , Non-Sensitizing
- Eye irritation: moderate irritation
- Phototoxicity: not phototoxic
- Mutagenicity: non mutagenic ; non pro-mutagenic
- **Certified estrogen-like endocrine disruptors free**

ETHICAL SOURCING

INGREDIENTS OF 100% NATURAL ORIGIN

UPCYCLE

NMPA

HALAL

SAFE FOR PREGNANT WOMEN