



COSMOS
APPROVED



NATRUE Approved

SantEnergy™

Energizing hair follicles



SantEnergy™

Energizing hair follicles

A Powerful Antioxidant to Fight Hair Loss Induced by Oxidative Stress

SantEnergy™ is a distinctive polyphenol-rich extract sustainably obtained from the aerial parts of the plant Yerba Santa. It optimally delays aging of hair follicles and increases both hair growth and hair density.

The hair is daily exposed to a variety of potentially damaging factors, both endogenous and environmental, that ultimately lead to the production of reactive oxygen species (ROS). Without functional intrinsic protection mechanisms, ROS can damage the hair follicles (HF) and lead them to enter the regression growth phase, which is known as "catagen", causing premature hair loss. It is therefore crucial to support the hair at the root by offering protection from such stresses and subsequent oxidative damage.

Santa Herba (*Eriodictyon californicum*) also known as Yerba Santa is native to California and Oregon. It was regarded as a "holy herb" by the native population and traditionally used for its health benefits and antioxidant power.

In vitro and in vivo studies have shown that SantEnergy™

- has a caffeine-like energizing effect
- is a potent antioxidant that reduces ROS at the cellular and HF levels
- prevents the DNA damage of HF caused by UV light
- increases the hair growth coefficient A/T by 68% and the hair density by 13.1%.

Therefore, SantEnergy™ optimally protects the hair from internal and external damages delaying the aging of the hair follicle and increasing the hair growth as well as the hair density. The hair will result abundant and invigorated.

SantEnergy™ is COSMOS approved* and NATRUE approved.

SantEnergy™

- Energizes hair follicles through a caffeine-like effect
- Protects hair follicles from oxidative stress
- Delays aging of hair follicles
- Increases both hair growth and hair density
- Promotes beard hair growth

Applications

- Hair protection
- Anti-hair loss treatments for both women and men
- Anti-aging for hair
- Anti-pollution for hair
- Sun care for hair

Formulating with SantEnergy™

- Recommended use level: 1–2%
- Incorporation: For cold processes, dissolve SantEnergy™ into the aqueous phase. In hot/cold processes, add during the cooling phase below 40°C
- Thermostability: Temperatures of up to 40°C for a short time will not affect the stability of SantEnergy™

INCI (EU/PCPC) Declaration

Bioflavonoids (and) Pentylene Glycol (and) Alcohol (and) Aqua/Water

Additional Information

- Without preservation
- Sustainably wild harvested

* Raw material approved by ECOCERT GREENLIFE in accordance with the COSMOS Standard

SantEnergy™ Energizing hair follicles

SantEnergy™

- Energizes hair follicles through a caffeine-like effect
- Protects hair follicles from oxidative stress
- Delays aging of hair follicles
- Increases both hair growth and hair density
- Promotes beard hair growth

Applications

- Hair protection serums
- Anti-hair loss treatments for both women and men
- Anti-aging and wellbeing for hair
- Hair protection for urban dwellers
- Sun care for hair



Marketing Benefits

- Not preserved
- 2 activities in 1: antioxidant + energizing
- Placebo-controlled clinical study
- Efficient when applied just once daily
- Antioxidant effect proven both at the cellular and hair follicle levels
- Sustainably wild harvested
- Winner of the 2021 BSB Innovation Award in the category Natural Products – Raw Materials
- COSMOS approved
- NATRUE approved

Innovating for your success

Mibelle Biochemistry designs and develops innovative, high-quality actives based on naturally derived compounds and profound scientific know-how. Inspired by nature – Realized by science.



The information contained in this publication is provided in good faith and is based on our current knowledge. No legally binding promise or warranty regarding the suitability of our products for any specific use is made. Any statements are offered solely for your consideration, investigation and verification and do not relieve you from your obligation to comply with all applicable laws and regulations and to observe all third party intellectual property rights. Mibelle AG Biochemistry will not assume any expressed or implied liability in connection with any use of this information and disclaims any and all liability in connection with your product or its use. No part of this publication may be reproduced in any manner without the prior written permission of Mibelle AG Biochemistry.