



MHR

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Trial for Genome Scalp Activating Treatment

Aim:

To assess the effect, the Genome scalp activating treatment has on scalp health and promotion of hair growth as a stand-alone product.

Trial time:

The subject used the Genome scalp treatment for 3 months.

Methods:

The subject is a 48-year-old male, of general good health. He has mild male pattern baldness and has used Minoxidil in the past.

Subject is to use Genome scalp activating treatment nightly as directed and rinse off in the morning. He is to keep to his normal haircare routine, using the same products as usual. Microscopic photos of the same area are to be taken at the start and end of the trial. The area photographed has been measured to attain the same area of the temporal region. Both photos have been taken once hair is dried and after shampooing and conditioning hair. No styling products have been added to the hair.

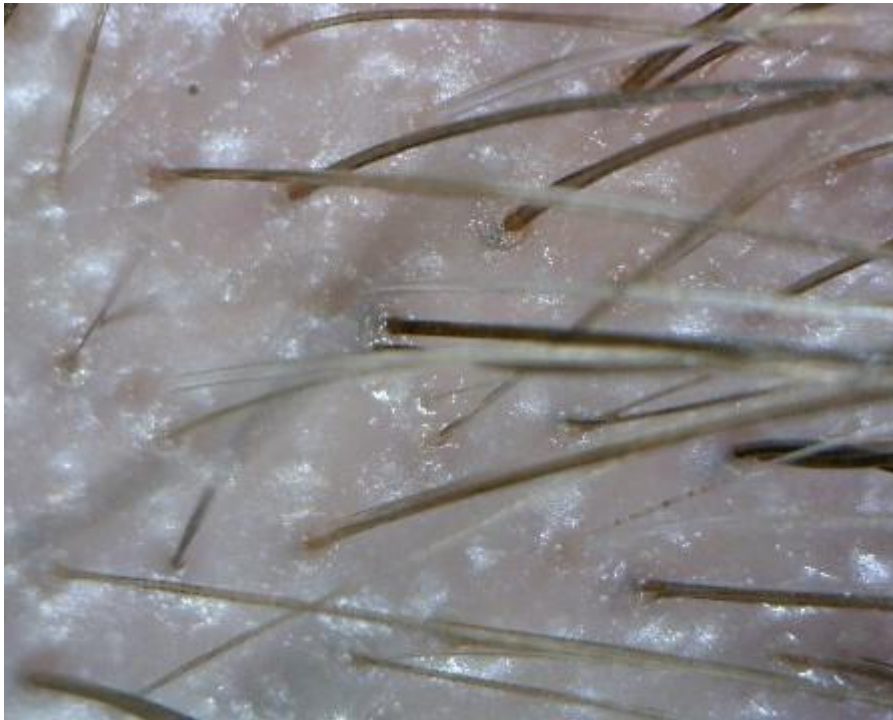
Before photo taken 29/3/2016



After photo taken 3/7/2016



Before photo taken 29/3/16



After photo taken 3/7/2016



Results: The scalp condition has improved. Inflammation of the follicles has diminished and there is less sebum on the scalp. Hair density has increased. Subject has noted the ease of using the product, no residue left in the hair. He experienced no irritation of the scalp and commented his hair felt healthier when using the scalp activating treatment. Greater results are expected with the addition of the Genome shampoo and conditioner.