

Botanical hair growth inhibitor

Longer lasting  
smoothness especially  
for sensitive skin

- Main **active components identified** from *Gymnema Sylvestre* leaves extract.
- **Significant inhibition** of the activity of hair follicles.
- Slowing down of hair growth. Allows **reducing the frequency** of hair removal treatments.
- Reduction of hairiness. Improved **aesthetics and easier** shaving.



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## DEFINITION

The development of the post depilatory and after shave market segment also follows, and is driven by, the general trend for more premium products, with new and stronger added value claims.

Beyond soothing and calming, this kind of products has to provide additional benefits, especially the possibility to reduce the frequency of hair removal treatments. By reducing hair growth PILISOFT™ from Laboratoires Sérobiologiques offers the solution to maintain the softness of just depilated skin, for a longer time.

PILISOFT™ is a specific active that prolongs and enhances the effects of hair removal treatments by combining two simultaneous effects. PILISOFT™ reduces hair vitality and visibly slows down hair growth, resulting in increased ease of depilation and shaving, the frequency of which may consequently be reduced.

PILISOFT™, with its gentle care, was specifically developed for daily use. Thus it can be used in a wide range of body care applications for women as well as in men's after shave balms and lotions.

### **PILISOFT™ hair growth inhibitor:**

The rate at which hair grows and the thickness of the hair are mainly dependant on the activity of the hair follicles. When this activity is inhibited the hair develops less quickly. The resulting slower and finer hair growth allows for easier depilation and shaving.

To develop PILISOFT™, Laboratoires Sérobiologiques based their research on scientific knowledge that demonstrated the inhibitory effect of gymnemic acids I on phosphodiesterase activity. This inhibition leads to an increase of the level of cAMP that results in hair-growth inhibition.

PILISOFT™, botanical hair-growth inhibitor, extract from the leaves of *Gymnema sylvestre* with identified tracer gymnemic acids, offers the most sensitive skin a longer lasting smoothness between two hair removal treatments.

## EFFICACY TESTS

### Anti-hair growth effect (clinical test)



Illustration of anti-hair growth effect of a gel with 1% PILISOFT™.

This series of tests have demonstrated the effect of PILISOFT™ to decrease the proliferation of keratinocytes as well as to reduce the mitotic activity of hair follicles. This specific efficacy can be attributed to the main active components of PILISOFT™, gymnemic acids.

The anti-hair growth effect was subsequently substantiated by a clinical study, confirming that PILISOFT™ is an effective solution to prolong and enhance the benefits of hair removal treatments.

### Complementary tests:

- Anti proliferative effect on human keratinocytes: demonstrates PILISOFT™ capacity to reduce cells activity. No toxicity observed in a dose range similar and higher than the concentration used for testing the anti-proliferative effect.
- Anti-hair growth effect: *in vitro* test on human hair follicles: significant inhibition: -69% (PILISOFT™ 0.5%).

## COSMETIC APPLICATION

- After depilation care.
- Men care: after shave gels or balms.
- Specific body or face care.
- Deodorants (see formulation requirements).

## TECHNICAL DATA

INCI Name	: Water (and) Pentylene glycol (and) Gymnema Sylvestre Leaf Extract
Preservatives	: free
Dose of use	: 0.5 - 1%
Aspect	: opaque amber-colored liquid with the characteristic odor.
Solubility	: soluble in water, insoluble in fats and oils.