



## Clariant International Ltd

[www.clariant.com/en/Business-Units/Industrial-and-Consumer-Specialties/Personal-Care/Actives-and-natural-origins/Active-Ingredients/Prunizen](http://www.clariant.com/en/Business-Units/Industrial-and-Consumer-Specialties/Personal-Care/Actives-and-natural-origins/Active-Ingredients/Prunizen)

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### Controlling Stress Response Mediators with a Natural Active Ingredient to Alleviate Psycho-emotional Stress-induced Hair Loss and Provide Wellness

#### PRODUCT/SERVICE BACKGROUND INFORMATION

Psycho-emotional stress affects an increasing number of persons in the world. Stress generated by the current global socio-economic environment recently came to extend the list of pre-existing stresses such as unemployment risk, job overload, and family stability issues. The consequence of this type of stress affects people's body and can have visible consequences on skin and hair. Most particularly, psycho-emotional stress can cause hair damages and loss, which will cause additional stress.

#### WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

To offer stressed customers a solution to improve their hair quality and length, while positively affecting their well-being, Clariant developed a new natural active ingredient called Prunizen™.

Prunizen is made from an extract of *Prunella vulgaris*, a plant with adaptogenic properties. It modulates cortisol synthesis while counteracting the negative effect of cortisol on hair follicles. In addition, Prunizen efficiently mitigates neurogenic inflammation through the stimulation of the release of oxytocin by sensitive neurons exposed to various stress conditions (cortisol and histamine), to provide a well-being effect.

#### HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

Prunizen is dedicated to stressed people suffering from scalp and hair damages. Indeed, it efficiently and visibly improves hair vitality, quality and density. Easy to formulate, it can be incorporated in hair and scalp care formulations that will respond to current needs of stressed consumers who are looking for solutions to their scalp and hair issues and help them regain happiness and self-esteem.