



TRICHOLOGICAL PREPARATIONS

Formulated by the cetuem chemists with over 30 years experience in research and development.

The cetuem prescriptive hair care range of products are now available direct to you from the cetuem vitamin, trichological and herbal dispensary.

Specialized ingredients have been blended together to create a synergistic effective formula for optimal cleansing, helping to strengthen, protect and lock in natural hair moisture. our aim is to help keep the hair as healthy as possible.

The prescriptive range, with amino acids, peptides, silica, aha's and fruit extracts may help:

- deliver oxygen and nutrients to the hair follicle.
 - improve the health of the hair follicle.
 - a reduction in hair loss.
 - overall improvement in hair strength.
 - regulate exfoliation of dry scaly skin.
 - give environmental protection.
 - give a conditioning effect.
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Cetuem's Vitamin, Trichological and Herbal Dispensary hair care products do not contain: SLS, DEA, TEA, MEA or parabens.

Cetuem do not believe in animal testing and at no time are any Cetuem products ever tested on animals.

The multivitamin prescriptive range's are a well balanced composition of vitamins B3, B5, B6, E and C, with amino acids, peptides, silica, minerals, fruit and visnaga vera extracts, the herb Saw Palmetto (DHT blocker) and alpha hydroxy acids to help deliver results.

Herbs, Amino Acids, Minerals, Peptides, Betaine, Fruit Extracts and More Vitamins

Sugar Beet Betaine

Betaine is known to be a part of the important cascades for the cellular production of ATP (the energy molecule of every cell). Betaine enhances the energy cascades of the hair bulb which improves the ability of the hair to function during the anagen or growth cycle of the hair fiber.

Green Tea Extract

Is known to contain important and beneficial isoflavones to protect the scalp from both oxidative stresses and UV radiation.

Fruit Extracts

Isolated from sugar cane, lemon and apple offer natural exfoliating action through the action of AHA's promoting cell renewal of the scalp. This helps clear the follicles of excessive build up of dead cells, allowing more room for thicker hair growth.

Visnaga Vera Extract

A botanical ingredient which is known to contain a powerful micro-circulation stimulant called visnadine. This molecule acts on the smooth muscles surrounding the capillaries of the skin causing them to relax and open. By increasing micro-circulation in the scalp, enhanced oxygen and nutrient delivery to the root of the hair is able to occur.

Saw Palmetto (*serenoa repens*)

The deep red fruit of this small palm grows wild in warm climates. Studies have shown that saw palmetto is an effective anti-androgen. Firstly it lowers levels of DHT in the body by blocking 5 alpha-reductase. Secondly Saw Palmetto block receptor sites on cell membranes required for cells to absorb DHT. Although no studies have been carried out on saw palmetto and its relation to hair growth. Studies have been performed on the use of Saw palmetto in the treatment of benign prostatic disease which similar to Androgenetic Alopecia also depends on the production of dihydrotestosterone. More and more people around the globe are starting to use Saw palmetto in the treatment of Androgenetic alopecia

The ingredients used are based on synergistic effect on strengthening, stimulating, protecting and helping to thicken the hair; the aim is in keeping the hair follicle's healthy

Vitamins

Vitamin E (the protector)

A powerful natural antioxidant, Vitamin E prevents peroxidation of fatty acids within the cell membrane that can lead to tissue damage.

It protects the DNA and other cell structures from free radical attack and provides moisturizing, revitalizing as an anti inflammatory effect.

It helps protect the hair from the damages caused by UV-induced free radicals, resulting in colour protection of dyed hair and helps in prevention of split ends and brittle hair.

Vitamin C (protective corrector)

One of the most effective natural antioxidants, Vitamin C effectively protects cells from free radical attack. It is an essential component of many biochemical processes in the human organism.

Its participation in the elastin and collagen synthesis, makes it an essential component for normal skin and hair functioning.

Several studies have been conducted to show the effects of Vitamin C, such as free radical scavenging and antibacterial properties. Studies have shown that Vitamin C can help protect hair colour from UV radiation.

Niacinamide (Vitamin B3 - energizer)

Niacinamide is a necessary component for the cell metabolism. Vitamin B3 participates in the synthesis of hormones and proteins. It stimulates blood circulation in the skin and activates the oxygen transport to hair follicles. This helps stimulate hair growth and provides an additional moisturizing and emollient effect.

Calcium Pantothenate (Vitamin B5 – moisturizer)

The water soluble salt of pantothenic acid is converted into free Vitamin B5. This vitamin is deeply involved in many metabolic processes such as biochemical synthesis and energy transport mechanisms. It maintains the moisture level of the hair, helps stimulate cell growth and tissue regeneration, stops inflammation and helps to recover tissue damages.

Calcium Pantothenate has been shown to help stimulate hair growth.

Pyridoxin (Vitamin B6 – cell activator)

This essential element for normal cell functioning acts especially in the metabolism of amino acids and thereby provides synergies to the activity of Niacinamide (Vitamin B3).

Vitamin B6 adds to help the stimulation of hair growth and helps keep the hair in a healthy state.

Cetuem Prescriptive Hair Care Information - Ingredient Listings

Hair and Scalp Multivitamin Shampoo for Men ideal for thinning hair - Ingredient Listing

aqua, ammonium lauryl sulphate, coca betaine (mild cleansing agent from coconut), coco-glucoside and glyceryl oleate (natural sunflower and coconut oil soap blend), panax ginseng root extract, arginine, acetyl tyrosine, arctium majus root extract, hydrolyzed soy protein, polyquaternium-11, peg-12 dimethicone, calcium pantothenate (vitamin B5), Zinc Gluconate, niacinamide (vitamin B3), ornithine HCl, citrulline, glucosamine HCl, biotin, sodium ascorbyl phosphate (vitamin C derivative), tocopheryl acetate (vitamin E), pyridoxin HCL (vitamin B6), silica, glycerine (vegetable derived), saw palmetto (serenoa repens), hexylene glycol and betaine and superoxide dismutase and foeniculum vulgare (fennel) seed extract and visnaga vera extract, saccharum officinarum (sugar cane) extract, citrus medica limonum (lemon) fruit extract, pyrus malus (apple) fruit extract, camellia sinensis leaf extract, hexapeptide - 11, phenoxyethanol, caprylyl glycol, chlorphenesin, parfum.

Hair and Scalp Multivitamin Conditioner for Men ideal for thinning hair - Ingredient Listing

aqua, cetyl stearyl alcohol, cetrimonium chloride, panax ginseng root extract, arginine, acetyl tyrosine, arctium majus root extract, hydrolyzed soy protein, polyquaternium-11, peg-12 dimethicone, calcium pantothenate (vitamin B5), Zinc Gluconate, niacinamide (vitamin B3), ornithine HCl, citrulline, glucosamine HCl, biotin, sodium ascorbyl phosphate (vitamin C derivative), tocopheryl acetate (vitamin E), pyridoxin HCL (vitamin B6), silica, isopropyl myristate, saw palmetto (serenoa repens), hexylene glycol and betaine and superoxide dismutase and foeniculum vulgare (fennel) seed extract and visnaga vera extract, saccharum officinarum (sugar cane) extract, citrus medica limonum (lemon) fruit extract, pyrus malus (apple) fruit extract, camellia sinensis leaf extract, hexapeptide - 11, vitus vinifera (grapeseed oil), parfum, citric acid, phenoxyethanol, caprylyl glycol, chlorphenesin.

Hair and Scalp Multivitamin Treatment Spray for Men ideal for thinning hair - Ingredient Listing

alcohol denatured, aqua, panax ginseng root extract, arginine, acetyl tyrosine, arctium majus root extract, hydrolyzed soy protein, polyquaternium - 11, peg-12 dimethicone, calcium pantothenate (vitamin B5), zinc gluconate, niacinamide (vitamin B3), ornithine HCl, citrulline, glucosamine HCl, biotin, sodium ascorbyl phosphate (vitamin C derivative), tocopheryl acetate (vitamin E), pyridoxin HCL (vitamin B6), silica, saccharum officinarum (sugar cane) extract, citrus medica limonum (lemon) fruit extract, pyrus malus (apple) fruit extract, camellia sinensis leaf extract, hexapeptide - 11, hexylene glycol and betaine and superoxide dismutase and foeniculum vulgare (fennel) seed extract and visnaga vera extract, saw palmetto (serenoa repens), quaternium-52, menthol, camphor (cinnamomum camphora).

DO NOT USE if diagnosed with high blood pressure or experiencing any cardiovascular issues.

how to use: wet hair, apply shampoo, massage gently to lather and rinse, reapply, leave for 2 minutes and rinse thoroughly. apply hair and scalp multi vitamin conditioner, gently massage and rinse, towel dry and finish by spraying multi vitamin treatment spray to the hair and scalp, gently massage. do not rinse. for best results shampoo, condition and spray daily. Avoid Contact with Eyes.

Cetuem Prescriptive Hair Care Information - Ingredient Listings

Hair and Scalp Multivitamin Shampoo for Women ideal for fine and thinning hair - Ingredient Listing

aqua, ammonium lauryl sulphate, coca betaine (mild cleansing agent from coconut), coco glucoside and glyceryl oleate (natural sunflower and coconut oil soap blend), panax ginseng root extract, arginine, acetyl tyrosine, arctium majus root extract, hydrolyzed soy protein, polyquaternium-11, peg-12 dimethicone, calcium pantothenate (vitamin B5), zinc gluconate, niacinamide (vitamin B3), ornithine HCl, citrulline, glucosamine HCl, biotin, saccharum officinarum (sugar cane) extract, citrus medica limonum (lemon) fruit extract, pyrus malus (apple) fruit extract, camellia sinensis leaf extract, hexapeptide -11, sodium ascorbyl phosphate (vitamin C) tocopheryl acetate (vitamin E), pyridoxin HCL (vitamin B6), silica, hydrolyzed wheat protein, hydroxypropyltrimonium honey, glycerine (vegetable derived), hexylene glycol, betaine, superoxide dismutase, foeniculum vulgare (fennel) seed extract, visnaga vera extract, phenoxyethanol, caprylyl glycol, chlorphenesin, parfum.

Hair and Scalp Multivitamin Conditioner for Women ideal for fine and thinning hair - Ingredient Listing

aqua, cetyl stearyl alcohol, cetrimonium chloride, panax ginseng root extract, arginine, acetyl tyrosine, arctium majus root extract, hydrolyzed soy protein, polyquaternium-11, peg-12 dimethicone, calcium pantothenate (vitamin B5), Zinc Gluconate, niacinamide (vitamin B3), ornithine HCl, citrulline, glucosamine HCl, biotin, sodium ascorbyl phosphate (vitamin C derivative), tocopheryl acetate (vitamin E), pyridoxin HCL (vitamin B6), silica, hexylene glycol, betaine and superoxide dismutase and foeniculum vulgare (fennel) seed extract and visnaga vera extract, saccharum officinarum (sugar cane) extract, citrus medica limonum (lemon) fruit extract, pyrus malus (apple) fruit extract, camellia sinensis leaf extract, hexapeptide - 11, hydrolyzed wheat protein, hydroxypropyltrimonium honey, isopropyl myristate, vitus vinifera (grapeseed oil), parfum, citric acid, phenoxyethanol, caprylyl glycol, chlorphenesin.

Hair and Scalp Multivitamin Treatment Spray for Women ideal for fine and thinning hair - Ingredient Listing

ingredients: aqua, isopropyl alcohol, polyquaternium-11, sodium ascorbyl phosphate (vitamin C), tocopheryl acetate (vitamin E), pyridoxin HCL (vitamin B6), silica, panax ginseng root extract, arginine, acetyl tyrosine, arctium majus root extract, hydrolyzed soy protein, polyquaternium-11, peg-12 dimethicone, calcium pantothenate (vitamin B5), zinc gluconate, niacinamide (vitamin B3), ornithine HCl, citrulline, glucosamine HCl, biotin, saccharum officinarum (sugar cane) extract, citrus medica limonum (lemon) fruit extract, pyrus malus (apple) fruit extract, camellia sinensis leaf extract, hexapeptide-11, hexylene glycol, betaine, superoxide dismutase, foeniculum vulgare (fennel) seed extract, visnaga vera extract, quaternium 52, citric acid, phenoxyethanol, caprylyl glycol, chlorphenesin, parfum.

how to use: wet hair, apply shampoo, massage gently to lather and rinse, reapply, leave for 2 minutes and rinse thoroughly. apply hair and scalp multi vitamin conditioner, gently massage and rinse, towel dry and finish by spraying multi vitamin treatment spray to the hair and scalp, gently massage. do not rinse. for best results shampoo, condition and spray daily. Avoid Contact with Eyes.

Cetuem Prescriptive Hair Care Information - Ingredient Listings

AHA Complex Shampoo for Men and Women

helps with psoriatic, itching, scaling and dry scalp conditions - Ingredient Listing

aqua, ammonium lauryl sulphate, coca betaine (mild cleansing agent from coconut), coco glucoside and glyceryl oleate (natural sunflower and coconut oil soap blend), glycerine (vegetable derived), sodium lactate, glycolic acid, sucrose, urea, sodium citrate, malic acid, tartaric acid, phenoxyethanol, caprylyl glycol, chlorphenesin, citrus bergamia (bergamot) oil.

AHA Complex Conditioner for Men and Women

helps with psoriatic, itching, scaling and dry scalp conditions - Ingredient Listing

aqua, cetyl stearyl alcohol, cetrimonium chloride, sodium lactate, glycolic acid, sucrose, urea, sodium citrate, malic acid, tartaric acid, isopropyl myristate, vitus vinifera (grapeseed oil), citric acid, phenoxyethanol, caprylyl glycol, chlorphenesin, citrus bergamia (bergamot) oil.

how to use: wet hair, apply shampoo, massage gently to lather and rinse, reapply, leave for 1 minutes and rinse thoroughly. apply aha conditioner, massage, leave for 2 minutes and rinse. Avoid Contact with Eyes. If irritation occurs, discontinue.

disclaimer:

Information in this brochure should not be taken above those of your doctor, trichologist or other health care professional.
