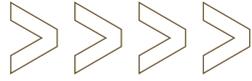


lab report

From the De Lorenzo Laboratory
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Tricho Sensitive Shampoo & Conditioner

Sensitive skin is hard to identify because the problem presents a lack of consistent signs. Sensitive skin has been described as showing more reaction than normal skin and exaggerated reactions when exposed to stimulants and irritants.

The Lactic acid sting test is a useful method to discover sensitive skin and is the typical method used for the evaluation and qualification of volunteers in testing.

Tape is used to strip skin of the Stratum Corneum (the protective outer layer of the skin) on both sides of the nasolabial (nose) fold. Individuals are tested numerous times, at various intervals, with lactic acid [also known as milk acid] applied after tape stripping.

The level of irritation is defined as the experience of various reactions such as stinging, burning and itching accompanied by signs of inflammation. This is measured by comparing the area of evaluation with respect to the unaffected normal skin.

SOME STATISTICS ON SENSITIVE SKIN:

- Approximately 50 per cent of adults complain of sensitive skin
- Irritant contact dermatitis can occur in people with very sensitive skin where products cause redness, severe dryness and cracks in the skin
- A large proportion of adults with sensitive skin and / or irritant contact dermatitis had atopic eczema when they were children
- Children who "appear to grow out" of atopic dermatitis may develop irritant contact dermatitis and / or sensitive skin later in life
- The incidence of eczema and contact dermatitis has tripled in the last 50 years and has been linked to a range of environmental factors

(The Eczema Association of Australia)

Hair is a natural fibre and as we constantly use products to cleanse condition and style our hair, De Lorenzo focuses research on natural alternatives to produce the most appropriate hair cosmetics and treatments for your individual hair type.

Sensitive Shampoo and Conditioner have been designed to provide a unique herbal non-irritant product for sensitive scalps. Fragrance free and infused with Extracts, Certified Organic Ingredients and Botanicals specifically selected to gently cleanse the hair and soothe the scalp, leaving it feeling purified and refreshed.

Sensitive has been proven by independent dermatologists to be a **non-primary irritant and non-primary sensitizer**, with no visible reaction on the skin of 61 'sensitive skinned' people. These individuals were not under a Dr's care, free of any chronic or acute dermatological disorders, free of any chronic or acute disease, and are in general good health. The subjects enrolled were of various demographics male, female, Caucasian, Asian etc. The tests were performed by repeat insult patch testing over a period of 3 weeks with 9 x 24 hour applications. No adverse reactions of any kind were noted during the course of this study.

Once again it has been shown that nature's ingredients out perform those of synthetic and man-made origin.



DE LORENZO inspired by nature®