

Hops Extract™

Hops extract helps combat hair loss.

Hops have antioxidant, antiseptic and gentle, deep-cleansing properties. A great choice for an oily or itchy scalp.

Hops originate from the temperate zones in Europe, Asia, and America. The plants grow as weeds in the wild, in damp forests and enclosures. Hops can also be found in alder and willow forests. Hops extract is produced from the female flowers of the *Humulus lupulus*.

Ancient Babylonians and Egyptians used hops as aromatic plants. However, the cultivation of hops took off more extensively in the Middle Ages when it was discovered that hops were a natural preservative of beer. The region of Bavaria became known in the beer world precisely because of the hops growing there. Ripe hops make beer clearer and give it the characteristic bitter taste. Hops also prevent bacteria from developing in the beer and the wort*.

North American natives used hops to treat insomnia, gynaecological issues and rheumatism. In the 17th century, hops were used to treat diseases caused by war, as well as anxiety, psychotic disorders and bladder inflammation, and also as a tranquilliser and sedative. The distilled oil and extract of the plant are also used to flavour food or odorise liquids.

The female flowers of hops are used in the production of brown hair dyes and beauty creams.



Hops extract has hair growth stimulating and anti-seborrheic properties and is used in the production of soothing cosmetic products.

Hops extract has powerful antioxidant, antimicrobial and anti-inflammatory properties, contains lots of flavonoids and promotes hair growth. Also, hops extract is used in the production of cleansing cosmetic products.

The Hops Extract™ complex is part of the ingredients of the following **S+ Haircare** line products: **Anti Dandruff Shampoo, Anti Dandruff Treatment** and **Gentle Gentleman Shampoo**.

* Wort is a mixture made of crushed malt (of barley and/or other cereals) and hot water.