

Coffee Extract™



Coffee Extract™ is a natural ingredient that has scientifically proven to have positive effects on scalp and hair health.

The effect of **coffee extract** is due to the bioactive compounds it contains, such as caffeine, chlorogenic acids, and other substances that stimulate blood circulation, protect scalp from oxidative stress, and promote hair growth.

Caffeine is one of the most studied components in coffee extract. It stimulates blood circulation to the scalp, which improves the delivery of nutrients and oxygen to the hair follicles. Studies have shown that caffeine prolongs the anagen or growth phase of hair follicles, reducing hair loss and promoting hair density. Caffeine also helps block the effects of DHT (dihydrotestosterone), one of the main factors in hair loss in men and women.

Coffee extract, which is made from roasted beans of *Coffea arabica*, contains chlorogenic acids, which have strong antioxidant properties. These compounds protect the scalp from oxidative stress, reducing free radical damage and slowing down the aging process.

The effects of chlorogenic acids also extend to extending the hair growth phase and strengthening hair follicles.

Coffee extract also contains polyphenols, which help reduce inflammation and irritation on the scalp. Polyphenols have a soothing and protective effect on the skin, which reduces scalp sensitivity and prevents damage to hair follicles.

Scientific Benefits of Coffee Extract™ for the Scalp and Hair:

- **Stimulates Hair Growth:** Coffee extract contains caffeine, which has a positive effect on stimulating hair growth. Caffeine improves blood circulation to the scalp, helping to improve hair follicle activity and prolonging the hair growth phase.
- **Prevents Hair Loss:** Caffeine has been scientifically proven to block the effects of DHT, which is associated with hair thinning and loss. Coffee extract thus helps to prolong the hair follicle growth cycle and promotes hair density.
- **Antioxidant Protection:** The chlorogenic acids and polyphenols contained in coffee extract provide protection for the scalp from free radicals that cause oxidative stress and premature aging. These compounds help maintain a healthy scalp and strengthen the hair structure. It also helps to protect against hair color fading.
- **Antimicrobial Effects:** Coffee extract has excellent cleansing and antiseptic properties in cosmetics.
- **Soothes the scalp and reduces inflammation:** The anti-inflammatory properties of coffee extract help reduce scalp irritation, giving it a soothing effect. This is especially beneficial for people with dry or sensitive scalps.

Coffee Extract™ is included in the **S+ Haircare Caffè Macchiato Shampoo**.

