

## Dr Reddy's introduces new Hair Therapy

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Dr Reddy's Laboratories has announced its entry into the Hair Serum Market with the launch of MINTOP PRO - Procapil Hair Therapy. MINTOP PRO comes from the same branch of business that manufactures MINTOP - the No. 1 dermatologist recommended brand in the country.

PROCAPIL consists of a patented vitaminated matrikine with Apigenin and Oleanolic acid, which specifically targets the three main reasons responsible for hair loss. Naturally derived Oleanolic acid inhibits the production of Dihydrotestosterone, a chemical derivative of testosterone, which plays a major role in hair loss in most men and some women. Apigenin enhances microcirculation into the hair follicles keeping it nourished, while Biotinyl-GHK helps normalize hair anchorage in the lower layer of skin thereby demonstrating anti - ageing properties.

Clinical studies reveal that, MINTOP PRO demonstrated promising results with a 121 percent increase in hair shaft growth as compared to placebo and 67 percent volunteers witnessed a noteworthy rise in Anagen to Telogen Ratio of upto 46 percent . (A/T ratio or hair growth coefficient is the ratio of the number of anagen hairs to the number of telogen hairs, indicates the proportion of active hair follicles).

MINTOP PROTM will be available in a 75 ml pack with MRP of Rs 995/- at all leading pharmacy stores across India.