



*Increase hair's density. Treat and rebuild stronger and thicker hair.
Accumulative advantage for lasting results.*

CLINICAL STUDIES

CAPIXYL™, a Lucas Meyers ingredient with clinical studies to back up its claims.

Published in a peer-review journal.

CAPIXYL™ **BIOMIMETIC** are peptides, which are combined with red clover extract for strong and thicker hair and proven to increase the A/T (at rest) ratio of 46% compared to a reduction of -33% for the placebo study; attesting the efficacy for stimulating hair growth and reducing hair loss.

I.C.O.N.
INNOVATIVE COMPANY ORGANIC NATURAL

PROVIDING FULLER AND THICKER LOOKING HAIR

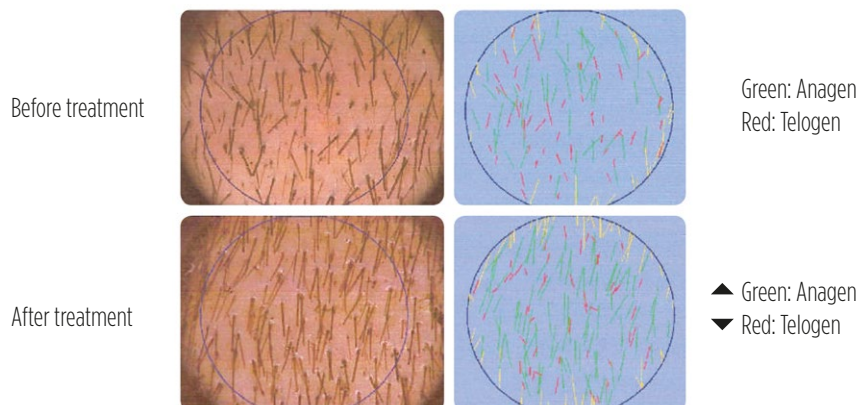
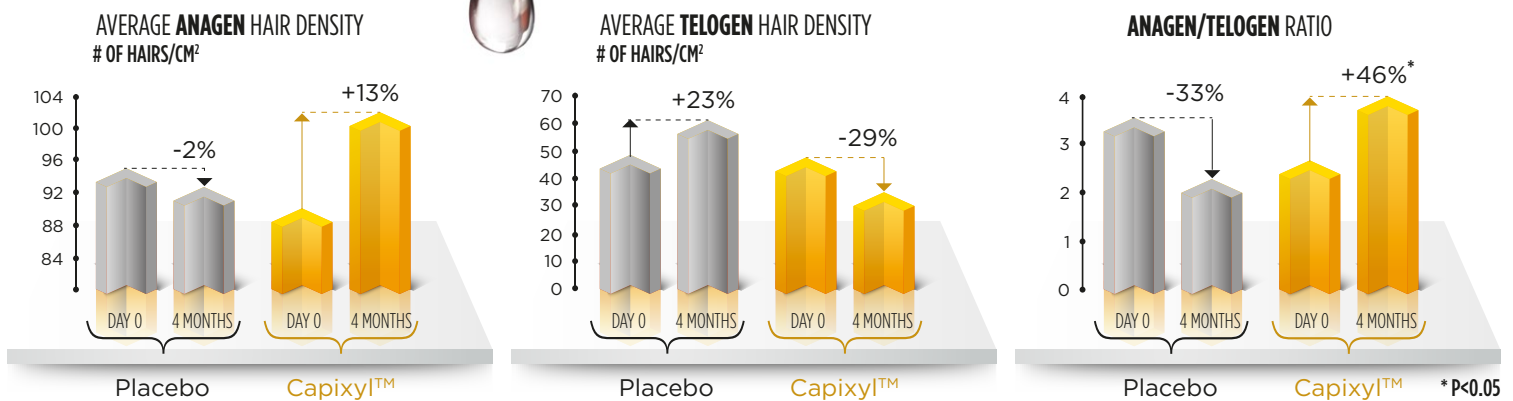
TEST PROTOCOL

- 30 individuals with androgenetic alopecia: 15 treated with the CAPIXYL™ lotion (5%) and 15 with a placebo.
- Daily application of 20 drops of the CAPIXYL™ lotion or placebo for a period of 4 months.
- A digital trichogram (TrichoScan professional) was taken at D0 and 4 months later.

CAPIXYL™ induces a visible increase in the anagen hair density in comparison with placebo.

CAPIXYL™ induces a strong reduction in the telogen hair density in comparison with placebo.

A/T ratio = Comparison of the number of anagen and telogen hair, which is an indication of the percentage of active hair follicles.



Capixyl™ is an innovative and powerful cosmetic ingredient providing fuller, thicker and healthier looking hair.

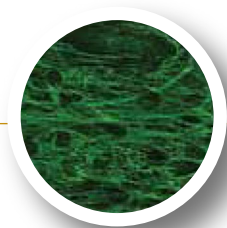
FOLLISYNC™ BIOFUNCTIONAL is a breakthrough in technology designed to target protein expression in the dermal papilla. Research shows that the dermal papilla plays a vital role in cellular functions resulting in a healthy growth cycle.

EFFECTS OF FOLLISYNC™ BIOFUNCTIONAL

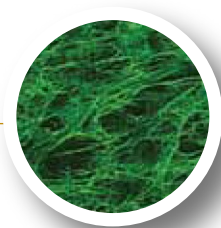
Benefits

- Enhances expression of clock proteins in vitro so as to help hair regulate in anagen phase.
- Boosts Ki67 expression ex vivo to help stimulate hair growth.
- Boosts keratin-15 expression ex vivo, vital for hair renewal.
- Boosts keratin-14 expression ex vivo to help the growth of strong hair.

Fibronectin



Control



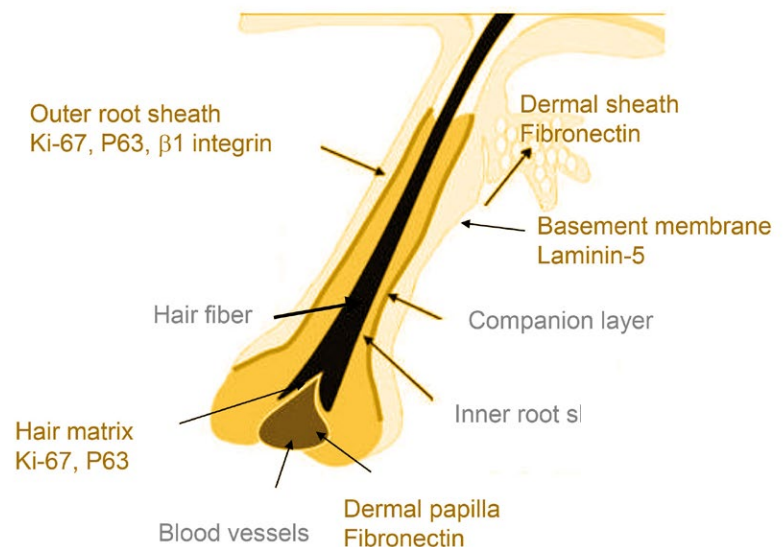
Follisync™ biofunctional 1%

MODULATION OF HAIR FOLLICLE MAKERS

Key markers influence the outer root sheath, the hair matrix and the basement membrane.

CAPAUXEIN™ is essential for hair growth.

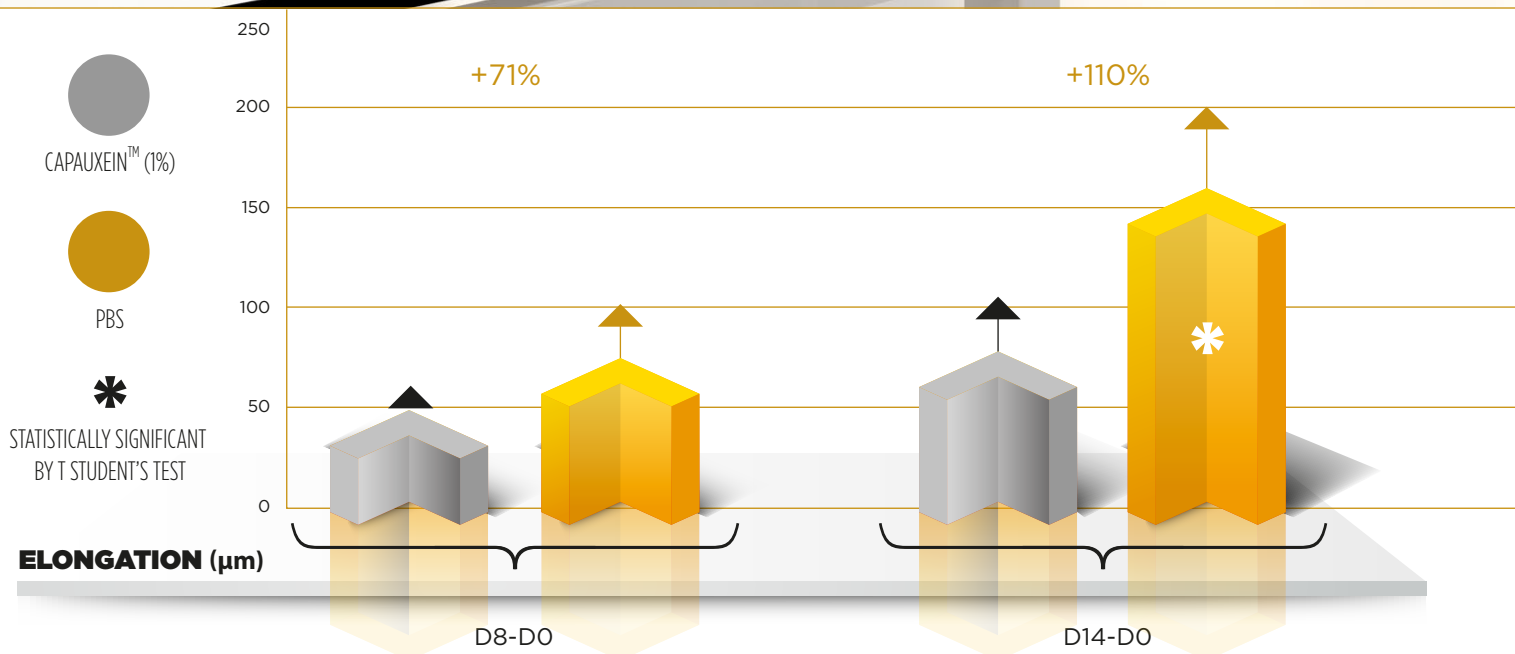
It has been formulated to boost hair regeneration by targeting critical cell communications and adhesion markers to deliver hair elongation.





Effect of **CAPAUXEIN™** (1% solution) on hair biopsy after treatment for 17 days.

The ex-vivo hair growth study revealed that **CAPAUXEIN™** used at 1% enhanced hair elongation by 71% at day 8 compared to the control and by 110% at day 14.



*5.25 along with Elixir,
is ideal for the health of your hair.*

Love the hair you once had.

Testimonials

Ilene

Los Angeles, CA

"I started experiencing hair loss after my Covid-19 diagnosis. I suddenly started losing so much hair and I was very concerned. Chiara started testing 5.25 in my hair and after a few months of using it daily at home it made a huge difference. My hair is back to its original state of fullness, and I will continue using it indefinitely. I can't recommend this product enough".

Amalia

Los Angeles, CA

"I had been using Elixir daily for a few years as I was experiencing hair thinning and I had lost so much hair.

Elixir made a big difference in my hair's density and regrowth. I started alternating 5.25 and elixir and not only has my hair filled in, but it is stronger than it's ever been before. You do have to use it consistently in order to see results.

I have recommended it to my friends and family as they have even noticed a noticeable difference, but Chiara reminds me on a regular base that if I stop using it my hair will go back to its original state."

Adriana

Los Angeles, CA

"I was an Elixir client but never stayed truly committed to see consistent results. Ever since my type 1 diabetes diagnosis I have experiencing tremendous hair loss. I have been using 5.25 daily for the past 3 months and now every time I wash my hair less and less hair comes out as opposed to what I was losing before. I swear by it and recommend it to everyone".



BEFORE



AFTER

**GEOFFREY
SCHUMANN**

Los Angeles, CA

"I was approached to try a product that Chiara created that was right up my alley. You see I was losing my hair, not falling out but it was getting thin, and there was a clearing in the forest on top of my head.

I was asked to put this Elixir in my scalp, and run it in. I did this for six weeks religiously and I found my hair was coming back! I've never tried a hair tonic before and frankly had little faith in them from all the hindsight reviews, 5.25 has totally changed my view. In just under six weeks I noticed a change. It's now six months later, and if you look at my before and after photos, there's a considerable change.

One bottle lasts roughly two months, so the amortization per month isn't too bad, and your hair comes back. No foul smells, no itchy scalp and honestly it makes my curls look good, a nice side effect".

5.25

HAIR GROWTH REPLENISHER



*Natural hair growth
backed by Science
and Technology.*

Hair plays a vital role in our appearance; it has determined our status and culture from the beginning of time. However, as times have changed, so has the way we view our styles; it no longer only determines our status or culture, but it determines what we want to showcase at the moment. As a result, hair can change your look, attitude, and style altogether.

What once was just a concern for men, today has become a concern for women and non-binary genders; hair loss.

Each human head carries roughly 100,000 hair follicles. Moreover, each follicle can grow many hairs over a lifetime: on average, each follicle grows new hair around twenty times, making hair growth and loss completely random.

Over the years, the number of follicles capable of growing hair declines naturally and is especially noticeable on top of the head. Each hair passes through three distinct **growth stages**:

ANAGEN: the growth phase.

CATAGEN: the transition phase.

TELOGEN: the resting phase.

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5.25

HAIR GROWTH REPLENISHER

My focus was to not only help **prevent hair loss** but **help to reduce hair loss**. Research studies have shown and proven that **CAPIXYL™**, a biomimetic peptide combined with red clover extract enriched in Biochanin A:

- Improves fibrous proteins (ECM) for the renewal of hair follicles.
- Reduces IL8 (cell inflammation).
- Reduces 5A (enzyme inhibitor for hair loss).

CAPIXYL™ is commonly used in tonics as a leave-on for preventive care, hair and scalp treatments when used at .05%-2.5%.

We chose to use it for intensive treatment at **5% CAPIXYL™**, which will help to **prevent and stop the loss process, stimulating hair regrowth**. Clinical data experiments have demonstrated faster and better results in hair growth. In addition, it is a safe alternative to Minoxidil.

Adding additional ingredients for strength, volume, and growth such as **CAPAUXEIN™** at .25%, **FOLLISYNC™** at .25%, **FOLLISYNC™** at .25% makes **5.25** a restorative biofunctional therapeutic designed to maintain **fuller, thicker and stronger hair**.

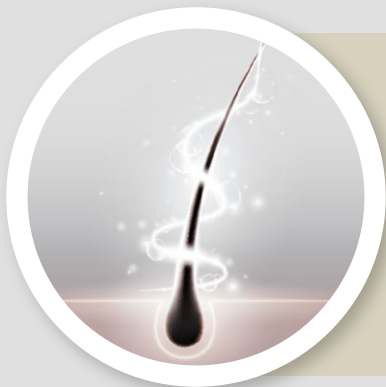
We named it **5.25** due to the percentage of the main ingredients that are in the product.

Three **key ingredients** are:

- **CAPIXYL™**: Maximum level 5% a biomimetic peptide.
- **FOLLISYNC™**: .25% boost hair renewal and maintains natural hair growth.
- **CAPAUXEIN™**: .25% BiotHAIRapy™. Designed to target specific molecules and proteins in the hair.

All this information is **backed by studies**, with the research to support it. We feel confident that the market has been waiting for a regrowth product that **will not leave the hair feeling dry and brittle** as it **strengthens the follicle**.

- It is applied **directly on the scalp**, and it will not alter your style nor give you body.
- Use it on freshly shampooed and conditioned or dry hair.
- Use it once a day or up to three times a day. **5.25** does not need to be applied on freshly shampooed hair as it will penetrate the scalp.



Follow with our **ELIXIR** to achieve maximum benefits of the two, resulting in full volume hair.

The attributes of **5.25** are entirely different from **ELIXIR**. **5.25** is a clear liquid that works to strengthen the follicle and promote hair growth. Likewise, **ELIXIR** enhances growth, while adding body to the existing hair.

These 2 therapeutics that are restorative work together or even alone depending on your hair care needs.

Experience the hair you once had.