saanroo
Wellness Proven





HairAge Vitae®



HAIR HEALTH

HairAge Vitae®



For the appearance of thicker, healthier hair

Introducing HairAGE Vitae®

HairAGE Vitae® is a novel tropical whiteweed/billy goatweed (*Ageratum conyzoides*) aerial extract, traditionally used in the Caribbean and thrives in tropical and subtropical regions around the world. HairAGE Vitae® is the result of Saanroo®'s efforts to develop of a proprietary extraction process. First developed as an extract for prostate health, Saanroo® recognized the ingredient's mechanism of action (MOA) also lent itself being an ideal ingredient for hair health.

HairAGE Vitae® Benefits

HairAGE Vitae®:

- Is formulated for daily use to help reduce hairline recession*
- Supports the maintenance of the hairline*
- Helps reduce prostaglandin levels associated with the hair growth cycle*
- Helps maintain normal 5-α-reductase activity in men*

Why HairAGE Vitae®?

- Botanical
- 250mg oral | 0.5% concentration topical
- Self-affirmed GRAS
- Allergen free (Major 9)
- Vegan / Vegetarian
- Halal / Kosher
- Oral Formats: capsules, tablets, powders
- Topical Formats: creams, gels, serums

Clinical Data

Oral Hair Health Study [250mg]

Clayton P, Bogoda N, Rao A. Efficacy of an oral Ageratum conyzoides formulation on increasing hair growth and decreasing hair loss in males and females: A randomised double-blind placebo-controlled study. Trichol Cosmetol Open J. 2023; 6(1): 1-6. doi: 10.17140/TCOJ-6-119

After the 12 week study, we found that there was statistical significance seen as percent change in hairline appearance, total prostaglandins and 5-alpha-reductase type 2.

Topical Hair Health Study [0.5%]

Clayton P, Venkatesh R, Mentha S, et al. Efficacy of a topical application of ageratum conyzoides on increasing hair growth and in males and females: A randomized double-blind placebo-controlled study. Trichol Cosmetol Open J. 2022; 5(1): 10-15. doi: 10.17140/TCOJ-5-118

After the 12 week study, we found that there was significant increase in the appearance of hair density.

Open Label Topical Study [0.5%]

Paul Clayton, Ruchitha Venkatesh, NathashaBogoda and Silma Subah. Ageratum conyzoides L. extract inhibits 5α-reductase gene expression and prostaglandin D2 release in human hair dermal papilla cells and improves symptoms of hair loss in otherwise healthy males and females in an open label pilot study. J Cosmo Trichol 7(2021)

Following the 8 week study, we found that HairAGE® may support the *in vitro* inhibition of PDG_2 and 5-alpha-reductase and observed improvement of hair thinning.

Grey Hair Reduction Study [0.5%]

Muntha, Sedratul, Silma Subah, Nathasha Bogoda and Amanda Rao. "Effect of Ageratum Topical Hair Serum on Decreasing Grey Hair in Adults: An open-label Clinical Trial." J Cosmo Tricho 12 (2026): 385.

After the 12 week study single-arm clinical study, results showed a significant reduction in grey hair density and grey hair percentage with self assessments showing improved appearance of hair thickness and health.

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*These statement have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.