

BLMo-308

Functional food ingredient for hair health and hair loss improvement A complex of persimmon leaf and other extracts

- **BLMo-308**, a health functional food ingredient for hair health, is composed of 100% plant-derived natural materials such as edible persimmon leaf extract, so it can be safely consumed for a long time without side effects.
- **BLMo-308** is an ingredient that has shown excellent hair health improvement effects through clinical trial, and will be a reliable hair protector for hair loss people of all ages.

Hair structure

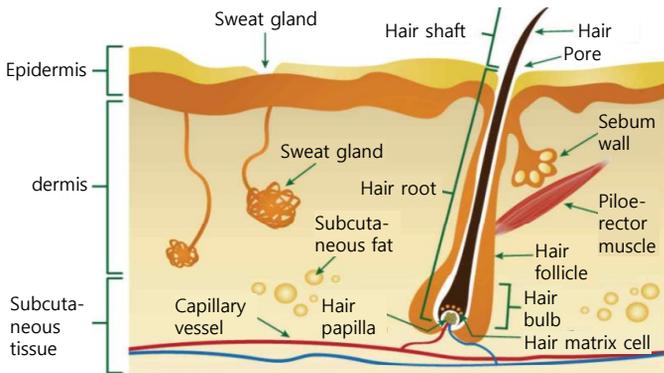


Fig. 1. Hair structure

Kevin S et al., The Scientific World Journal, 2013

Hair cycle

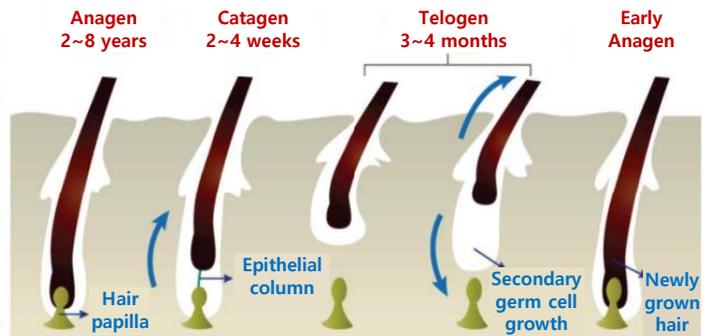
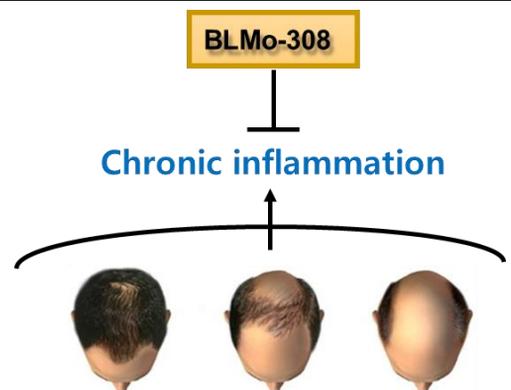
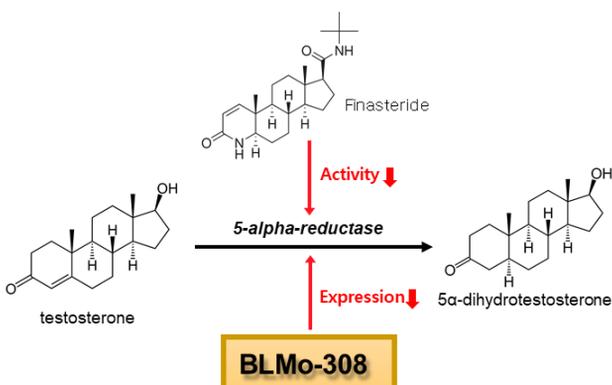


Fig. 2. Hair cycle

Park et al., Facial Plast Surg Clin North Am, 2018

Hair loss and aging

- 1) Androgenetic alopecia is the most common cause of hair loss, accounting for about 70% of males and 40% of females. It is a symptom in which the male hormone testosterone is converted to DHT by 5-alpha-reductase and accumulates around the hair follicle, resulting in thinning hair and hair loss.
- 2) Telogen hair loss is a symptom in which the growth period is shortened, entering the telogen phase early and falling out powerlessly, and it is understood to be caused by inflammation around the hair follicle.
- 3) Aging reduces the thickness of the hair, loses its elasticity, becomes frizzy, and gray hair, resulting in hair loss.



BLMo-308 *in vivo* test

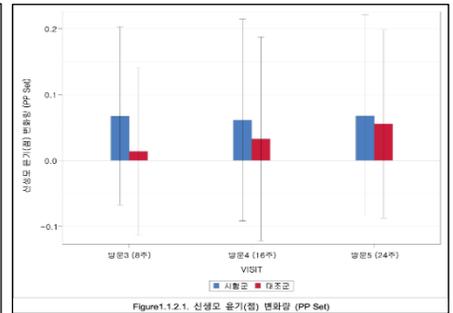
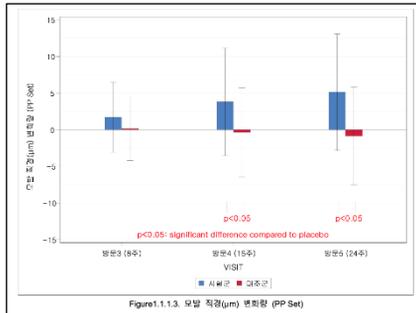
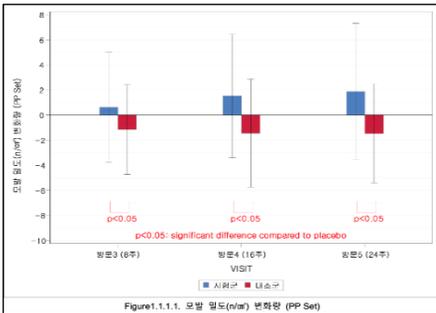


BLMo-308 Hair health clinical trial result

Changes of hair density (n/cm²) (PP Set)

Changes of hair diameter (μm) (PP Set)

Changes of newly grown hair glossy (point) (PP Set)



Developed for [these people](#)

- ✓ Those who feel that their hair is **damaged** and **frizzy**
- ✓ Those who feel that their hair **thickness** has decreased compared to before
- ✓ Those who feel that the **number** of hairs has decreased compared to before
- ✓ Those who want to manage their hair in a **healthy** way

Development stage of BLMo-308 (As of December 2022)

