

formula

38

ADVANCED HAIR SCIENCE. REFINED RESULTS

THE
pHix

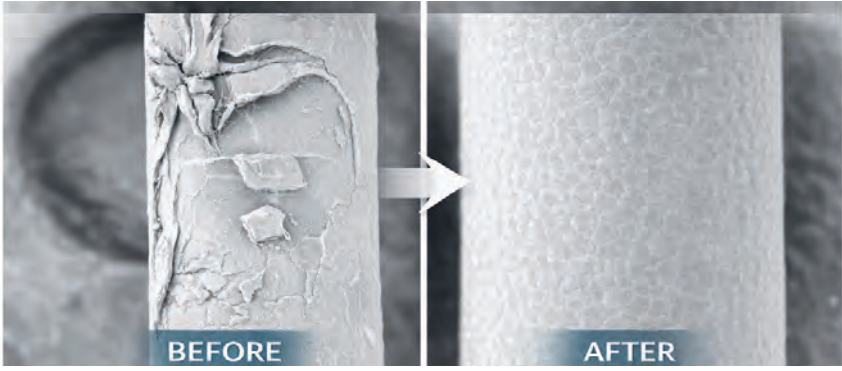


BEHIND THE FORMULA

Developed and refined through 38 iterations to achieve complete hair perfection.

Each refinement enhanced performance until a single leave-in treatment delivered internal repair, cuticle sealing, root support, growth optimization, hydration, and conditioning—resulting in stronger, softer, healthier hair and scalp.

**Structural repair at the fiber level*



Damaged, lifted cuticle
Dehydrated hair fiber

Repaired cuticle structure
Smooth, reinforced surface

CLINICAL OVERVIEW

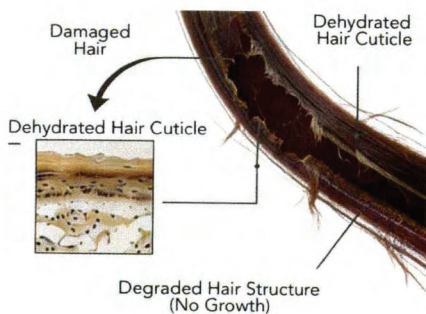
Formula 38 is a multifunctional treatment that addresses scalp support, hair growth optimization, and fiber repair in a single system. It works at the root to support a healthy scalp environment, while repairing, conditioning, and hydrating the hair fiber to improve structural integrity, moisture balance, and overall hair performance. Designed for long-term hair health, Formula 38 delivers visible and functional improvements from root to tip.

f^o 38

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355 ml / 12 fl oz





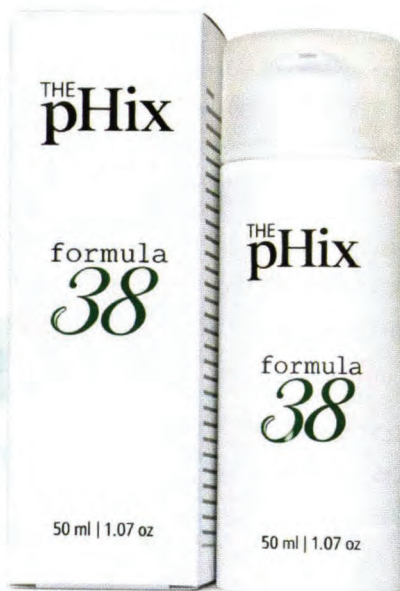
Reverses
Damage



Replenishes
Moisture



Up to 91%
Stronger Hair



Up to 94%
More Elasticity



Tames Frizz
& Smooths



Improves
Scalp Health



Stimulates
Hair Growth



Boosts
Hair Roots



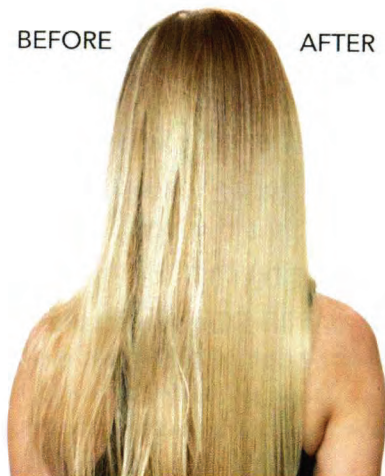
Increases
Hair Strength & Growth

BEFORE



AFTER

BEFORE



AFTER

HOW FORMULA 38 REPAIRS THE HAIR

Fiber Penetration

Formula 38 penetrates the hair fiber to reach the internal cortex



Structural Repair

Active components support repair of internal hair structures, reinforcing fiber integrity and resilience



Cuticle Sealing & Protection

The cuticle surface is smoothed and sealed, helping protect the hair fiber from further mechanical, chemical, and environmental stress



CLINICAL OVERVIEW

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KEY INGREDIENTS

Sh-Oligopeptide-78

Sh-Oligopeptide-78 is the first bioactive peptide designed to heal hair from the inside out. After a decade of extensive research and testing across the entire keratin proteome, our innovative molecule delivers amino acids directly into the hair cortex. This process effectively reconnects keratin chains and reconfigures disulfide bonds, restoring damaged strands to their original, youthful condition. Each application of Sh-Oligopeptide-78 stimulates the production of keratin and collagen.

Biotinyl Tripeptide-1

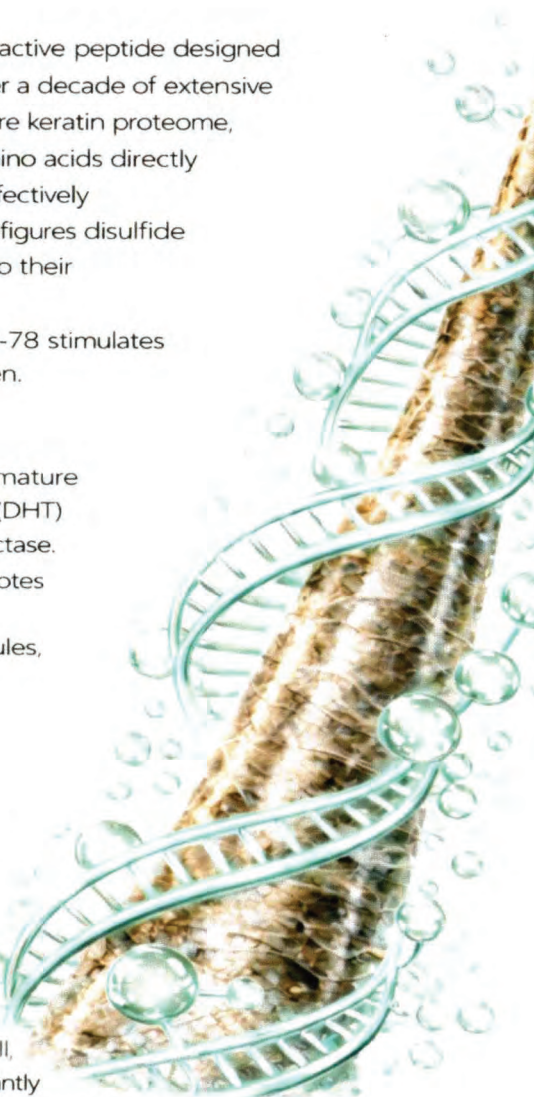
Clinically proven to fight against premature hair loss due to dihydrotestosterone (DHT) production by inhibiting 5 alpha-reductase. This cellular-stimulating peptide promotes anti-aging processes in the follicle, encouraging the anchoring of molecules, supporting hair growth, and slowing down hair loss. The tripeptide complex of vitaminized biotin (Vitamin B7) targets the leading cause of alopecia. It promotes hair growth by as much as 121%.

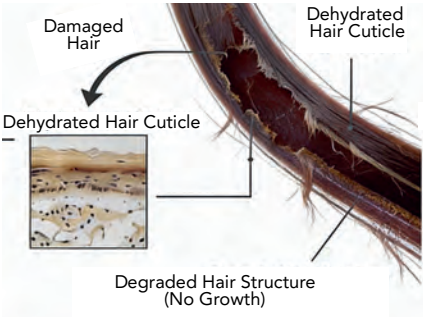
Acetyl Tetrapeptide-3

Clinically proven to stimulate fibroblasts around the dermal follicle to produce matrix proteins (Collagen III, laminin, etc.) and collagen VII. Significantly fills the hair follicle to produce stronger, thicker, fuller hair.

Malus Domestica (Apple) Stem Cells

Malus domestica stem cells are plant stem cells derived from the **Uttwiller Spätlauber** apple, a rare Swiss variety known for its long-lasting tissues. Protects hair follicle stem cells, delays follicle aging, and prolongs the growth phase known as anagen. It also helps reduce hair shedding and improves both scalp and hair health.





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