

Cosmetic Industry

VILLA BORGHINI

"International Prize Science Theme Medicine"

100% Made in Italy

Scientific Professional Guide:

VB® TECHNICAL REPORT

Original VB® Manufacturing Lines:

HAIR CARE LINE - BEAUTY HAIR LINE

STYLE & FINISH LINE - FACE CARE LINE - BODY LINE

University certifications for Maximum Safety and Clinical Effectiveness

Indications / Use / Multifunctional Combinations of VB® Lines

**Computerized Electronic Equipment
with High Technological Content:**

TEDA

(Trichological Equipment Diagnosis Analyzer)

Diagnosis, Prescription and Check of the Results Obtained using VB® Treatments/Products

VB® School:

BIO – SCIENTIFIC DERMATIC EUROPEAN ACADEMY®

Scientific, Technical and Commercial Routes for further Professional Training
for Dermatologists, Doctors, Pharmacists, Biologists, Operators of Cosmetic Field, SPA



Dear Sirs,

VILLA BORGHINI® EUROPA srl, well known even with the Brand **VB®**, is a Real Producer, identified as High Excellence Italian Manufacturing, because its own Products, since they are exclusively created, designed, formulated, realized, manufactured and packaged exclusively in Italy, are legally recognized as **100% Made in Italy**.

Moreover, the **VB® Products** have also the **Warranty of Originality**, because are completely realized and packaged in **Villa Borghini®** manufacturing establishment, in the center of the famous **Tuscany region - Italy**.

In our Company Seat, the **VB® Research Laboratories** work together with our Production Department and our Technicians (Chemists, Biologists, etc.) are also Teachers in our School, named **Bio-Scientific Dermatic European Academy®** (look at page 105), located in our Company Seat, where we make Multilingual Advanced Professional Courses, Technical and Commercial, for Dermatologists, Doctors, Pharmacists, Medical sales representatives and High Operators of Cosmetic field (Professional Hairdressers, SPA, etc.) and also for national and international organizations for the VB® Products distribution, both in Cosmetic and in Pharmaceutical Field.

The VB® Technicians, design also our **Electronic Computerized Equipments** with very High Technology for Diagnosis, Prescription of Treatments/Products and Check of the results obtained with their use, by the comparison of the Scientific Instrumental Data before/after (look at page 101).

All the **VB® Products**, have passed in University Seat the Strict Clinical-Pharmacological Protocols for the **Maximum Safety** provided by the Repeated Insult Patch Test and are certified as: **incapable of evoking irritative or allergic reactions** (look at point 1 of page 08).

Moreover, the VB® **Treatments/Products of Curative Lines**, have obtained always in University Seat the Certifications of **Clinical Effectiveness**, documented and shown by exact Instrumental scientific data (look at point 2 of page 08).

VB® TECHNICAL REPORT, is a short description of our work that, starting from the general reasons of our manufacturing Lines, arrives to the description of the features of every single treatment/Products, to the ones of the Technical Equipment, till arrives to the programs of our Academy Scientific, Technical and Commercial Routes.

We wish that the Distributors and the Professionals of Pharmaceutical and Cosmetic Field can understand as our scientific and technical information are really important for the consolidation and improvement of their market, like already understood and realized proficiently by our Clients, both at national and international level, hoping in a good and mutual operating interest, we would like to give to our cooperators our very best regards.

The Technical-Scientific supervision of this work, has been followed by the Chemist **Bruno Angilella**, **International Prize Science Theme Medicine, World Prize for Economical and Social Sciences, Founder and Honorary President VB®**.

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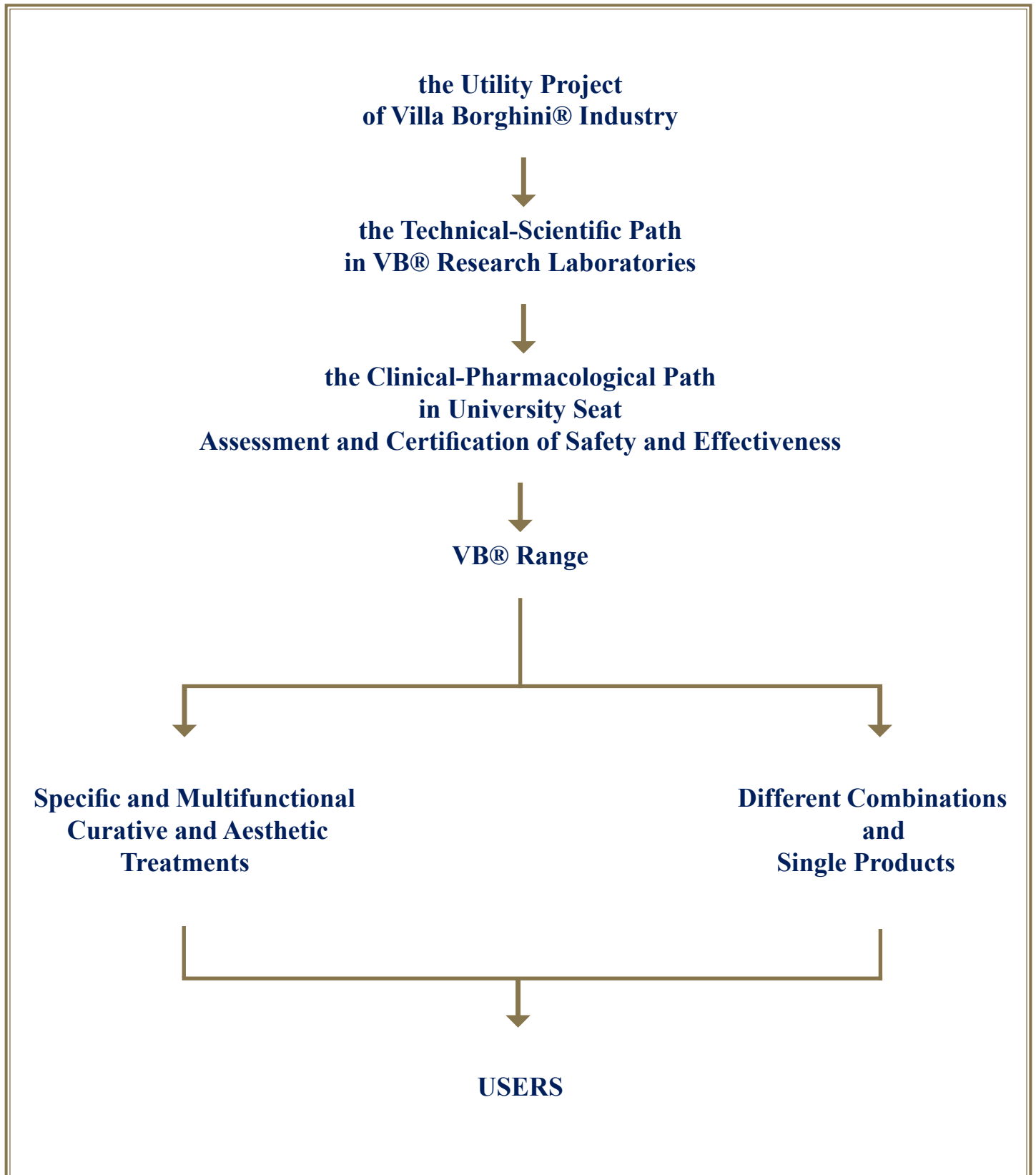
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VB® FLOW CHART

The Phases of the Safe and Useful Product from Design to the Users



the Utility Project of Villa Borghini® Industry

As for the historical traditions, destined to last, today VB® Products are manufactured according to specific utility projects and they are placed in the market only when they fully have the necessary requirements.

So, any name gave to a Treatment or to a Single Product, fully match with the real utility function for which they are placed in the market.

the Technical - Scientific Path in VB® Research Laboratories

This route starts with an essential and **strict selection of the ingredients** included in the INCI UE Codes, aimed to the **exact utility function** of the designed formulation that in any case, has to be realized according to the **common manufacturing features** of all the previous VB® Range formulations.

Be in compliance with the VB® Technical-Scientific Route means that any new Product has to fully satisfy all the needs for which it has been created and, at the same time, be perfectly Compatible and Combinable with all the other products, to be in any case a valid and safe product that can integrate both Curative and Aesthetic Treatments and every single Products of VB® Range.

the Clinical-Pharmacological Path in University Seat Assessment and Certification of Safety and Effectiveness

The **Maximum Safety** and the **Clinical Effectiveness of VB® Treatments and of every single VB® Product**, are always **Strictly Validated and Certified in University Seat** to confirm the overrun of the routes to which the VB® Products are subjected before they are placed in the various market field.

VB® Range

So, the **whole VB® Range is the result of the Fundamental Routes to which the Products are subjected** to allow to Professionals and Consumers to face and solve with success, both curative and aesthetic issues, using Treatments and Products, perfectly compatible and combinable, with a range of possible combinations that in any case **always offers a warranty of Safety and Results**.

Common Manufacturing Features of VB® Products

The **Villa Borghini® Products** belong to **Bio-Scientific Dermatic®** (technical neologism created in VB® and patented to the Ministry of Industry, relating to the Pharmaceutical and Cosmetic field).

The **Bio-Scientific Dermatic®** evolved in **Independent Science** that rules, both the **Research of VB® Laboratories**, the **Common Manufacturing Features of VB® Products** and the Technical-Scientific programs of **our School** that for this reason has been named **Bio-Scientific Dermatic European Academy®**.

So, according to the **Bio-Scientific Dermatic® Criteria**, the conceptual basis of the **Common Manufacturing Features of VB® Products**, provide the following essential requirements:

1 – Maximum Safety, because first of all is necessary protect the health of the consumer and if a product is not safe, whatever is its function, the protection of the health will be always at risk.

In compliance with this concept, already in 80's and 90's **VB® Products**, were voluntarily subjected in **University Seat to the Strictest Clinical-Pharmacological Tests provided by the Repeated Insult Patch Test**, and the overrun of this test has certified them as: **incapable of evoking irritative or allergic reactions**.

2 – Clinical Effectiveness, because if a product is safe but without Effectiveness, the consumer doesn't have the motivations to buy it, because in this case, he would sustain only an useless expense.

For this reason the **VB® Products**, aimed to care the various pathologies of scalp, face skin, etc., are **Tested in University Seat with Exact Scientific Instrumental Data, detected before and after** their use, to confirm the **Certified Clinical Effectiveness**.

3 – Reasonable Quality/Price Relationship, because an high price not necessarily means high quality and, with a very low price, is impossible to pretend an high quality product.

According to the **Bio-Scientific Dermatic® Criteria**, the **Real Quality/Price Relationship** doesn't have to find its basis only in the functions of the product, but has also to be **extended to the real number of applications allowed by the product: Unitary Cost per Each Application**.

A classic example of this concept is the **low cost for each application of VB® Shampoos and Bathing Foams**.

The calculations of the unitary cost per application (Energy Management), are necessary for the economic management of the Activity of the Professional and are explained and shown during our **Bio-Scientific Dermatic European Academy®**.

Is particularly important that, the first Products realized in VB®, had already **common requirements**, today more than ever considered **Farsighted and Forerunner** of the most advanced and **Sophisticated Manufacturing Techniques**, aimed to the **Protection of the Consumer Health**.

This requirements, **handed down to the present Range of VB® Products**, can be briefly summarized as follows:

- **first Products in the world in their field, without colors and perfumes.**

After many decades, this concept of safe is repeatedly claimed by the University Dermatological Clinics, because the addition of colors and perfumes to cosmetic products, besides to create a big series of side effects, is often used to cover the bad smell of low quality ingredients (look at the publications of the Faculty of Pharmacy of Siena University, etc.);

- **first Products in the world in their field, without addition of thickeners.**

The Products of VB® Range as Shampoo, Bathing Foam e Cleansers, are manufactured without the addition of thickeners and for this reasons the formulations are clear and liquid even if with an high SAL (Active Cleansing Substance) that allows a very high number of applications of the Product.

At the opposite, to the common products as shampoo, bathing foam, cleanser, etc. when there is the need to increase their consistency, are added thickeners but if the SAL is poor, the increase of the density doesn't allow to increase even the number of applications that the product allows to do;

- **first Products in the world in their field, Certified as Zero Bacteria Charge, included Yeasts and Molds.**

Every single VB® manufacturing batch, is analyzed by Microbiology Laboratories, recognized by the Ministry of Health for the issue of the Certification proving the Zero Bacteria Charge, included Yeasts and Molds.

- **FDA – USA Registration.**

Since 1992 VB® Products were already Registered at the FDA-USA (American Food and Drug Administration);

- **SASO Registration** (Saudi Arabia Standard Organization).

- etc.

The **Original VB® Scientific Foresight**, has been recognized and claimed with the assignment to its Founder of the prestigious and highly coveted:

“International Prize Science Theme Medicine”

Compatibility and Combination of VB® Treatments and VB® Products

All **the Treatments and the individual Products of VB® Range**, have common and general features, both relating to the manufacturing requirements and relating to the University Clinical Certifications, and thanks to this common features they are **perfectly compatible and combinable between themselves**.

Explanations for the correct use of VB® Shampoos and Bathing Foams

All the Shampoos, Bathing Foams and Cleansers of VB® Range are strictly manufactured without thickeners and for this reason their fluidity represents manufacturing authenticity and transparency. To take the most advantage from **this feature of fluidity that allows a perfect diffusion of the product, both on hair and scalp, in contrast with the common shampoos and bathing foams that contain additives thickeners**, so have to be put before on the hands and then applied on the hair, we suggest to **use the VB® products applying them directly on hair and scalp**. Is more practical and makes easier the contact between the product and the interested zone and moreover avoids useless wastes of product:

1 - make the first hair washing, until obtaining a rich and durable foam. Then, rinse carefully. The first washing removes from the hair and scalp the main dirt and various residues;

2 - make always a second hair washing, until obtaining a rich and durable foam. Then, rinse carefully. The second washing completes the hygienic action of cleaning and make easier the action of the ingredients for the hair beauty and, in any case, make also easier the action of the solutions and of the other products, both of Curative and Aesthetical Treatments, applied after hair and scalp washing.

NB: is well known that, **normally the repeated hair and body washings with common products, attacking the hair physiological hydrolipid protection films**, initially bring damages to keratin layers and then, make easier the penetration of the bad quality ingredients in the deepest layers, causing further and more serious damages.

At the opposite, the repeated hair and skin washings with VB® Shampoos or VB® Bathing Foams, since they have passed the strictest Clinical-Pharmacological Protocols for Safety provided by the Repeated Insult Patch Test, they are certified as: **Incapable of evoking Irritative or Allergic Reactions** and for this reason they are suggested for the Fundamental Maintenance of Hygiene, both of hair and skin.

Warnings of ANTITRUST relating to Misleading advertising of cosmetic products in compliance with the Laws of European Parliament

Relating to the efficacy generally boasted by the cosmetic products, is necessary remember some very important points that, if correctly explained to the Consumer, the Professional, the Specialist, the Distributor, the Retailer, User, etc., can surely protect them from misleading advertising messages:

1 – the European Parliament, has drawn up a Text named I.N.C.I. / UE Codes (International Nomenclature of Cosmetics Ingredients), in which are listed all the ingredients legally allowed for the manufacturing of cosmetic products in all the States Members of UE.

The same thing was made for INCI – U.S.A. Codes and so on for all the other Nations and/or Communities that have laws about this topic.

In the Nations / Communities where there are the INCI codes, **the marketing of cosmetic products not in compliance with the INCI Codes is forbidden.**

For this reason, anyone who manufactures cosmetic products, must necessarily **use only the ingredients listed in the INCI Codes and nothing else more.**

This means that, advertise the "discovery" of a particular active ingredient, able to be finally and particularly effective for some "magic" function, is false and obviously even legally misleading for the Consumer.

Moreover, even if an active ingredient has really some particular features of efficacy but, it is not included in the Inci Codes list, it could not be used.

Moreover, if it is included in the Inci Codes list, this means that is known and can be used by anybody that manufactures cosmetic products. For this reason, in any case, it does not represent a "discovery" that only one company can use;

2 – The Directives of European Parliament relating to Misleading Advertising, are under the ANTITRUST protection of each State Member of UE.

To understand the basic sense of the Laws and of the warnings of ANTITRUST, intended for all the operators of cosmetic field, we want to inform of what below:

*** 2/A) In compliance with the Law in force, for Misleading Advertising is meant** every type of advertising that in any way, including presentation of a product, is suitable to mislead natural or legal people to which is directed or that it could reaches and that, due to its misleading character, may prejudice their economical behaviour or that, for this reason, is suitable to damage a competitor;

* 2/B) in support of what advertised or boasted by a cosmetic product, the requested documents must show scientific rigidity, objectivity, impartiality and must be supported with analytical data obtained with verifiable methods.

Otherwise, the product is considered misleading and so punishable on the base of the Laws in force;

* 2/C) the advertised effectiveness of a single ingredient of a cosmetic product, can't support by itself the effectiveness of that product;

* 2/D) the punishment for Misleading Advertising is extended to anyone who carries out a commercial, industrial, artisan or professional activity and moreover, for professional is meant anyone who operates in name and on behalf of a professional.

* 2/E) the countless ANTITRUST convictions for Misleading Advertising, are published, both on the ANTITRUST report and on its website.

So all the people interested can view it all over the world, included the Consumers that will always judge and will issue the final verdict, both for the deceptiveness of the product, and against who places it in the market and also against the Professional who prescribed, suggested or used it.

What above mentioned, shows in a clear way the reasons why Villa Borghini®, since its origin, strongly in advance compared with the Laws of European Parliament and with the Rules of ANTITRUST, has always gave correct information, according to the University Certifications obtained referring to the End Product, as required now by the ANTITRUST Laws,

because obviously is the End Product
that is placed in the market and used by the consumer,
not the single ingredients that make it up.

In our School European Academy Bio-Scientific Dermatic®, are made the multilingual Advanced Professional Courses, for Dermatologists, Doctors, Chemists, Pharmacists, Biologists, Pharmaceutical Sales Representatives and Operators of Cosmetic Field (Beauticians, Professional Hairdressers, etc.).

In any case, independently from the Specific Scientific Themes of each Course, the first phase is always dedicated, both to the Laws of accordance and to the Laws of ANTITRUST relating to Misleading and Comparative Advertising, because the knowledge of this topics, can protect the activity of Professionals and help them to understand the real importance of giving correct information to the Consumers.

HAIR CARE LINE

Hair Loss in Androgenetic Alopecia

(for male and female)

ANAGEN - PLUS® TREATMENT

(Anagen-Plus® Shampoo 250 ml + 3 Anagen-Plus® Solutions 250 ml/each)

Scalp Seborrhea

(greasiness and itching)

SEBO-BALANCE TREATMENT

(Greasy Hair Shampoo 200 ml+ 12 Sebo-Balance Solutions 15 ml/each)

Scalp Dandruff

(itching, desquamation, erythema and dehydration)

ANTI-DANDRUFF TREATMENT

(12 Anti-Dandruff Solutions 15 ml/each + desired VB® Shampoo 200 ml)

Protection of the Scalp from Chemical Treatments

SCALP DEFENSE

(coloring, bleaching, perms, straightening, ecc.)

(6 Scalp Defense Mono-Dose 15 ml/each)

EXPLANATIONS

The **HAIR CARE LINE VB®** is intended for **hair and scalp care** and includes Treatments and Products that, as shown by the **University Clinic Certifications**, really help to fight the most common and bothersome trichological issues that since always afflict those who suffer of these issues.

Since their origin the Products of VB® Brand, have never been presented with absurd advertising campaigns or as miraculous, but only with what they effectively shown in University Seat, both relating to their **Maximum Safety** and to the **Clinical Effectiveness, Certified and Validated** with exact instrumental data before/after their use.

More exactly, the VB® Philosophy is not based on the advertising campaigns but on less striking and more expensive investments, because they concern the **Real Research of Laboratory**, aimed to **face and solve with success** the various issues from which the consumers are affected, **justifying the expense sustained by the consumer for buying the VB® Products**.

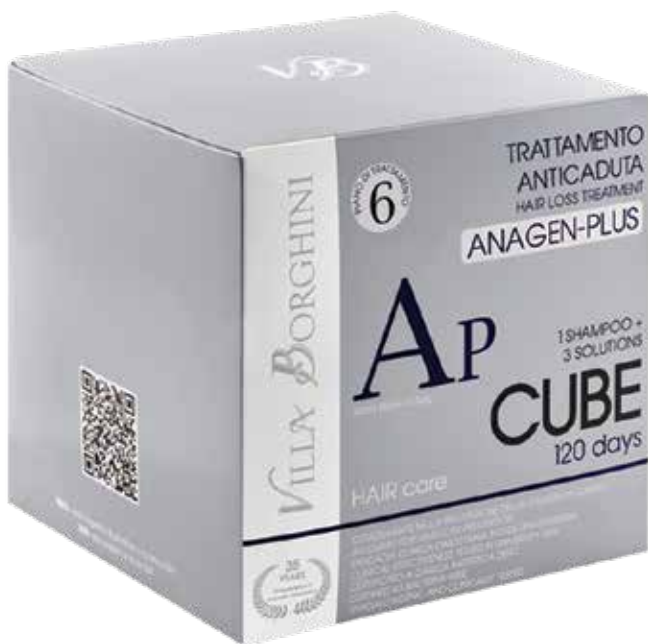
Hair Loss in Androgenetic Alopecia
(for male and female)

ANAGEN-PLUS® TREATMENT

(ANAGEN - PLUS® SHAMPOO 250 ml+ 3 ANAGEN - PLUS® SOLUTIONS 200 ml/each)

For the continuation of ANAGEN - PLUS® TREATMENT are also singly available:

- ANAGEN - PLUS® SHAMPOO 250 ml;
- ANAGEN - PLUS® SOLUTION 200 ml.



Before showing and talking about the University Certifications, the features and the way of use of **Anagen-Plus® Treatment VB®**, our Formulators (between which is also included the Chemist who received the “International Prize Science Theme Medicine”) and our Biologists (included also the Head of VB® Industrial Production), have thought to give to our potential Clients, some brief Technical-Scientific information, to help them to understand the reasons that brought us to realize so **High and Certified Quality Formulations**.

CLINICAL CRITERIA UNDER NORMAL CONDITIONS OF THE PHASES OF HAIR CYCLE

Under normal conditions in human scalp there are about 1.000.000 of follicles but, on average only 100.000 are actives and produce hair.

Every active follicle, periodically and repeatedly, have a cycle of 3 phases and, when this cycle finishes, physiologically starts a new cycle equal to the previous one and so on: hair cycle.

The 3 phases of the hair cycle are named:

1 – ANAGEN PHASE

with a duration of about three – four years for men and a lifespan until seven years for women.

During this phase, the hair follicle is completely extended and is in contact with the underlying dermal papilla. So, is constantly active the biochemistry of its root from which originates the hair and the sheaths that hold it attached to the walls of the follicle itself.

Close to the end of Anagen phase, the follicle starts physiologically to become shorter, moving away from the dermal papilla and consequently it gradually decreases the activity of the hair root. Then starts a new phases of hair cycle, named Catagen.

2 – CATAGEN PHASE

with a duration on average of about three – four weeks.

During this phase, the hair follicle continues physiologically to become shorter and consequently to move away from dermal papilla, gradually turning off the metabolic biochemistry of the hair root. So, the production of hair stops and the sheaths that held it attached to the follicle walls, begin gradually to flake. This phase of hair cycle is considered finished when the follicle was shortened to about two-thirds of the length it had during the Anagen Phase. Then starts the Telogen Phase.

3 – TELOGEN PHASE

with a duration on average of three months.

During this phase, the hair follicle is in a phase of physiological quiescence and the metabolic biochemistry of exchange is not active anymore.

The root gradually dries out, becomes thin and transparent and the hair remains free, no longer attached to the follicle. For this reason, during this phase even simple actions, as for example a traction, the action of a comb, of a brush or simply a washing, are able to extract it from the follicle.

Under normal conditions and physiologically, this phase ends when the follicle starts again naturally to extend itself to the dermal papilla, until to reach a full contact that will starts a new Anagen phase forming a new root that creates a new hair and the sheaths that hold it attached to the internal wall of the follicle.

The growth of a new hair, if the old one in Telogen phase is still inside the follicle, causes its physiological spill / loss.

For this reason, as explained ahead, the hair loss, if the roots are in Telogen phase and under normal percent of hair cycle, is not worrying.

Otherwise, even if only very few hair in Anagen phase fall down, this is surely a clear pathological symptom of hair loss.

Before talking about Clinical considerations of what above mentioned, is necessary know that, the human hair system has a functioning appointed as **mosaic**.

A mosaic is characterized by many small stones close between themselves, but everyone of them, is completely independent from all the others.

If the mosaic is seen from a good distance, it seems like a unique picture, not made by small stones independent one from the others.

The hair and the scalp together are named **head of hair** but, as the stones of a mosaic, every follicle has its life completely independent from the others that surround it, even if the hair cycle is common to all of them.

This means for example that, while a follicle is in Anagen phase, some other surrounding follicles could be independently both in Catagen phase and in Telogen phase and so on for all the other follicles.

In any case, independently from the phase of every single follicle, even if in random order, the normal conditions are characterized by the fact that the percentage of follicles in the various phases must be always within the values shown here below:

Normal Values of % Anagen - Catagen – Telogen

- follicles in Anagen phase	»	> 79 %	growth phase
- follicles in Catagen phase	»	< 3 %	beginning of quiescent phase
- follicles in Telogen phase	»	< 20 %	quiescent phase

To correctly value the percentage of hair follicles in the various phases, is necessary to make a correct **Trichogram**, in compliance with the standard methods used in the **University Dermatological Clinics**.

These Trichograms provide exact methods, both for the hair removal and for the identification of the phase in which they are, performed with **Bulbar Microscopy**.

Then must be made the calculation of the percentage of the hair roots in the various phases to underline potential differences compared with the normal percentage, because this represents the main sign of the pathological hair loss.

In fact, a **decrease of the roots in Anagen phase** compared with the normal parameters, automatically brings an **increase of the roots in Telogen phase** (hair loss), with subsequent decrease of the follicles activity and a **gradual increase of hair thinning**.

More exactly, this means that in these cases, the Anagen phases have a length shorter than the normality and so, many hairs go always more quickly to Telogen phase and they fall down in a bigger and growing number compared with the normal physiological loss, bringing to a progressive decrease of the full hair cycles length.

This pathological status of hair loss, is appointed as **Miniaturization of Hair Cycle**.

So, is easy to understand that, **the comparison of the Trichograms performed in University Seat, before and after the use of the Hair Loss Treatment**, in compliance with the Scientific Rigor of the standards of the used Method, represent the only Evaluation Clinic Parameter that can underline with exact Instrumental Data, **the Real Clinical Effectiveness of the analyzed Treatment**.

For what above mentioned the **ANAGEN - PLUS® TREATMENT** has been tested by the Famous University of Siena, Institute of Dermosifilopatic Clinic, by the comparison of the Trichograms performed before / after the use of Anagen-Plus® Treatment, **on subjects diagnostically suffered by androgenetic alopecia**.

So, it has been validated and certified for the Real Clinical Effectiveness shown with the real normalization of the Anagen / Telogen relationship.

Moreover, **ANAGEN-PLUS SHAMPOO® AND ANAGEN-PLUS SOLUTION®** have passed, always in University Seat, even the strictest Clinical Pharmacological Test provided for the Maximum Safety (Repeated Insult Patch Test), and they have been both certificated with the following term:

Incapable of evoking irritative or allergic reactions

ANAGEN-PLUS® TREATMENT

Assessment of Clinical Effectiveness
in the **normalization of Anagen / Telogen relationship**
on adult males aged between 22 and 39 years old
diagnostically suffered by **androgenetic alopecia**
of I° and II° degree in Hamilton classification
performed by the
UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

* Abstract

Is sent to **Villa Borghini®** Industry the final report of the survey performed by this University Clinic aimed to define the features of the analyzed treatment, named **ANAGEN - PLUS® TREATMENT** for hair loss.

The study has shown that the formulations took in consideration during this Clinical survey are in compliance with what is provided by the Law 713 of 11/10/1986 and have the requirements to be used in hair loss treatment.

Hair Loss is one of the issues more frequently detected by the observation of the Specialist Dermatologist. In fact this is a frequent and extremely widespread condition in both sexes that, not only involves the pilosebaceous apparatus, but for the patient represents even a psychical and social problem.

We can grossly distinguish between two different type of **alopecia**: **circumscribed** and **diffused**.

Androgenetic alopecia have to be singly considered, also called common baldness or seborrheic alopecia. At the present time we don't know yet perfectly the pathogenic mechanism of this condition on which the genetic predisposition has certainly a decisive influence.

Has been demonstrated an increased activity of 5 alfa-reductase, the enzyme responsible for converting testosterone to dihydrotestosterone in the genetically predisposed follicles. The result is that the duration times of anagen phase become shorter with a subsequent reduction of anagen/telogen relationship.

Upon request of **Villa Borghini®** Industry was performed by this University Clinic a deep survey aimed to define the features of the formulations of the above mentioned Industry, used in the hair treatment.

MATERIALS E METHODS

The Treatment named Anagen-Plus® is composed by a bottle of shampoo 250 ml and by 3 bottles of solution 200 ml/each.

The survey has been performed on adult males between 22 and 39 years old **diagnostically suffered by androgenetic alopecia** of I° e II° degree according to the Hamilton's classification.

At the beginning of the experimentation the patients had not been subjected to any type of treatment for alopecia in the previous three months and the **analyzed subjects lost till 350 hair per day**.

Moreover, the trichograms performed on the patients before the use of Anagen-Plus® Treatment showed an increase of hair in telogen phase higher than 20% and also of dystrophic hair up to 8%, these are the typical symptoms of androgenetic alopecia.

The **ANAGEN - PLUS® TREATMENT** was used on the patients for 120 days in the following way:

1 – ANAGEN - PLUS® SHAMPOO was used 2 times per week to wash hair and scalp, wetting well hair and scalp with lukewarm water and applying **ANAGEN - PLUS® SHAMPOO**, massaging until reach a durable and rich foam.

Then, the hair were thoroughly rinsed off and was made the second application of **ANAGEN - PLUS® SHAMPOO**, massaging until reach a durable and rich foam.

Then hair and scalp were thoroughly rinsed again and dried in a mild way with a towel. Then, the hair were disentangled with a wide toothed comb.

* The two washings with the **ANAGEN - PLUS® SHAMPOO** made as above mentioned, ensure a perfect cleaning of hair and scalp to allow to the subsequent application of **ANAGEN - PLUS® SOLUTION** to perform better its action.

2 – ANAGEN - PLUS® SOLUTION was continuously applied for 120 days, 5 ml per each day, both after the use of **ANAGEN - PLUS® SHAMPOO** and all the other days, taking care to put it in contact with scalp using the appropriate graduated dropper for the bottles of **ANAGEN - PLUS® SOLUTION** provided with the treatment.

* The **ANAGEN - PLUS® SOLUTION** does not need to be rinsed off.

The **trichograms**, performed according to the **Van Scott's Method** have been made and assessed with the microscope at basal time, after 60 days and after 120 days of Treatment use, taking every time 50 hair.

The Clinical results of the trichograms are shown in Schedule 1.

Schedule 1

Assessment of Clinical Effectiveness
OF ANAGEN - PLUS® TREATMENT
in Normalization / Increasing
of Anagen / Telogen Relationship
in Patients suffered by Androgenetic Alopecia,
by the comparison of the trichograms before / after the use

N° Patient	Basal Time			60 days			120 days		
	Anagen/Telogen/Distof.			Anagen/Telogen/Distof.			Anagen/Telogen/Distof.		
	%	%	%	%	%	%	%	%	%
▼	▼	▼	▼	▼	▼	▼	▼	▼	▼
1	76	20	4	78	20	2	82	16	2
2	68	24	8	74	22	4	82	14	4
3	72	26	2	74	24	2	82	18	0
4	64	30	6	68	28	4	80	18	2
5	70	28	2	74	24	2	84	14	2
6	62	34	4	64	32	4	62	32	6
7	68	28	4	74	24	2	82	14	4
8	62	32	6	64	30	6	76	18	6
9	68	30	2	76	22	2	82	16	2
10	70	28	2	78	20	2	82	16	2
11	60	36	4	64	32	4	62	32	6
12	72	22	6	76	18	6	80	14	6
13	66	30	4	68	28	4	80	18	2
14	64	30	6	62	30	8	72	18	10
15	78	20	2	78	18	4	84	14	2
16	78	20	2	78	18	4	80	16	4
17	74	22	4	78	18	4	78	16	6
18	68	26	6	-	-	-	-	-	-
19	70	24	6	70	24	6	76	20	4
20	74	18	8	78	16	6	82	14	4

The Clinical results shown in Schedule 1, have been performed with bulbar microscopy and they demonstrate the **gradual normalization of ANAGEN/TELOGEN relationship to hair loss physiological values.**

Even the **Seborrhea's trend**, that represents a common issue that often goes with androgenetic alopecia, has been assessed on the basis of the Clinical Exam, performed at the beginning, after 60 days and after 120 days as shown in **Schedule 2**.

Schedule 2

Clinical Effectiveness of ANAGEN - PLUS® TREATMENT
in Decreasing of seborrhoea,
in **Patients suffered by Androgenetic Alopecia**,
by the comparison of scalp sebometric values
measured with the sebometric device, before / after the use
of Anagen-Plus® Shampoo and Anagen-Plus® Solution

	Basal Time	Day 120
	▼	▼
Average Sebometric Values of the Patients	260,42	227,60

**The decreasing of the sebometric values
has been confirmed by the instrumental data**

Clinical Assessment of Safety
according to the Strict Clinical-Pharmacological Protocols
provided by the Repeated Insult Patch Test
of the two products that compose the
ANAGEN-PLUS® TREATMENT
Performed by the
UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

* Abstract

ANAGEN - PLUS® SHAMPOO

Is certified that the product analyzed by this survey
is **incapable of evoking irritative or allergic reactions**
detectable using the Repeated Insult Patch Test

ANAGEN - PLUS® SOLUTION

Is certified that the product analyzed by this survey
is **incapable of evoking irritative or allergic reactions**
detectable using the Repeated Insult Patch Test

Final Clinical Opinion

UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

* Abstract

Signs and symptoms, diagnostically assessed before the experimentation and after the use of **ANAGEN - PLUS® TREATMENT**, showed an **important hair loss decrease**, already assessable after 60 days and even more evident after 120 days, **because the trichograms clearly shown the gradual normalization of Anagen / Telogen relationship to physiological values of normality** with a number of hair in Telogen phase almost always less than 20%.

Moreover, in most of Patients even **the dystrophic hair are decreased**.

Even the Clinical Value gave to the **scalp itching**, is changed from a total value of 32 in the beginning phase to a final value of 9, showing an **important decrease** of this issue that, frequently, goes with the androgenetic alopecia status.

Moreover, the Clinical instrumental data have also shown a **decrease of sebometric values**, changed from a starting average value of 260,42 to a final value of 227,60.

During the **ANAGEN - PLUS® TREATMENT** experimentation period, all the Patients have been Clinically observed also for **Safety** checking and, **in no one case were detected irritative dermatitis, contact eczema or other**.

University of Siena
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

ANAGEN-PLUS® TREATMENT

Classic Application Diagram

Two times per week:

1 – make a first hair washing with ANAGEN - PLUS® SHAMPOO, until obtain a durable and rich foam.
Then, rinse off thoroughly;

2 - make a second hair washing with ANAGEN - PLUS® SHAMPOO, until obtain a durable and rich foam.
Then, rinse off thoroughly;

3 – dry the hair gently with a towel and, with the help of a wide toothed comb, disentangle and line them up;

4 – apply on scalp 5 ml of ANAGEN - PLUS® SOLUTION, using the appropriate graduated dropper provided with the treatment.

DON'T RINSE OFF the **ANAGEN - PLUS® SOLUTION** and wait 5/6 minutes before proceeding to the desired hair drying, both natural and with brush and hairdryer;

5 – all the other days, so even when you don't wash hair, apply on scalp 5 ml of **ANAGEN - PLUS® SOLUTION** without rinsing it off.

Wait 5/6 minutes before proceeding to the desired hair drying, both natural and with brush and hairdryer.

Repeat it for 120 days

N.B.

Since the hair cycle duration in man is on average of about 3 years, to allow to the **ANAGEN - PLUS® SOLUTION** to be in contact with the anagen phases of all the hair, obviously it should be applied all days for 3 years and this would be the best condition.

The **ANAGEN - PLUS® TREATMENT** is not and is not presented as a miracle but, as a serious and excellent Product that, tested in University Seat, **only in 120 days has clearly improved the Anagen/Telogen relationship and also allowed to decrease the dystrophic roots of hair.**

For this reason, if is not possible use the **ANAGEN - PLUS® TREATMENT** for the whole duration of hair cycle, is advisable use it for the longer time possible or at least to obtain better results repeat it every six months.

ANAGEN-PLUS® TREATMENT

Application diagram in case of dandruff

Two times per week:

1 - make a first hair washing with ANAGEN - PLUS® SHAMPOO, until obtain a durable and rich foam.

Then, rinse off thoroughly;

2 – apply VB® Anti-Dandruff Mono-Dose, paying attention to distribute it well all over the scalp and maintain it in contact for the exposure time of 5/7 minutes.

Then, rinse off thoroughly;

3 – make a second hair washing with ANAGEN - PLUS® SHAMPOO, until obtain a durable and rich foam.

Then, rinse off thoroughly;

4 - dry the hair gently with a towel and, with the help of a wide toothed comb, disentangle and line them up;

5 – apply on scalp 5 ml of ANAGEN - PLUS® SOLUTION, using the appropriate graduated provided with the treatment.

DON'T RINSE OFF the **ANAGEN - PLUS® SOLUTION** and wait 5/6 minutes before proceeding to the desired hair drying, both natural and with brush and hairdryer;

6 - all the other days, so even when you don't wash hair, apply on scalp 5 ml of **ANAGEN - PLUS® SOLUTION** without rinsing it off.

Wait 5/6 minutes before proceeding to the desired hair drying, both natural and with brush and hairdryer.

* Since dandruff frequently is a recidivist issue, during the 120 days of **ANAGEN - PLUS® TREATMENT** use, every time you see its presence, follow the instructions shown in the **Application Diagram in case of dandruff**, until obtain the disappearance or a net improvement, then proceed following the **Classic Application Diagram** and so on.

During the use of **ANAGEN - PLUS® TREATMENT**, both according to the **Classic Application Diagram** and to the **Application Diagram in case of dandruff**, if you need to wash the hair more frequently or to give them a particular aesthetic quality/beauty, according to the own needs it's possible to use every Product/Treatment of **VB® Range** (look at the specific features of every single **VB® Product / Treatment**).

Scalp Seborrhea
(Greasiness and Itching)

SEBO-BALANCE TREATMENT

(Greasy Hair Shampoo 200 ml + 12 Sebo-Balance Mono-Dose 15 ml/each)

For the continuation of the Treatment are also singly available:

- Greasy Hair Shampoo 200 ml;
- Sebo-Balance Mono-Dose, boxes composed by 6 and 12 Mono-Dose 15 ml/each



SEBO-BALANCE TREATMENT

Assessment of Clinical Effectiveness
in the decrease of scalp seborrhea and itching
performed in subjects of both sexes of age between 15 and 50 years old suffered by seborrhea,
detected in Laboratory by suitable Clinical Parameters
by the
UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

* Abstract

Upon proposal of **Villa Borghini®** Industry, has been performed by our University Clinic an experimentation aimed to assess the **Clinical Effectiveness of VB® Sebo-Balance Treatment**, composed by **VB® Greasy Hair Shampoo** combined with **VB® Sebo-Balance Solution**.

Purpose of the survey

This survey aims to assess the Clinical Effectiveness and the Tolerability of this Treatment in scalp seborrhea care.

Application of the Treatment for Seborrhoea:

- Clinical Assessments have been performed on **subjects of both sexes of age between 15 and 50 years old suffered by scalp seborrhea**, detected in Laboratory by suitable Clinical Parameters;
- All the subjects have been subjected to the Treatment for a 30 days period, during which have been performed Clinical and Laboratory controls at basal time, after 15 days and after 30 days;
- three time per week and during the whole 30 days period of Clinical Experimentation, all the subjects have been subjected to hair and scalp washing using **VB® Greasy Hair Shampoo** (two washings every time) and subsequent application of 15 ml of **VB® Sebo-Balance Solution**.

Clinical Assessment of Safety
according to the Strict Clinical-Pharmacological
provided by the Repeated Insult Patch Test
of the two products that compose the
VB® SEBO-BALANCE TREATMENT
(**VB® Greasy Hair Shampoo** and **VB® Sebo-Balance Solution**)
performed by the
UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

* Abstract

VB® Greasy Hair Shampoo

Is certified that the product analyzed by this survey
is **incapable of evoking irritative or allergic reactions**
detectable using the Repeated Insult Patch Test

VB® Sebo-Balance Solution

Is certified that the product analyzed by this survey
is **incapable of evoking irritative or allergic reactions**
detectable using the Repeated Insult Patch Test

Final Clinical Opinion

* Abstract

Analyzed signs and symptoms, have shown a **clear improvement in scalp seborrhea**, already assessable after 15 days and even more evident after 30 days.

The **Sebometric Data confirmed by the Instrumental Data**, have detected a **really significant decrease of scalp Seborrhea**, changing from the **starting average value of 275,26** to the **final value of 237,8**.

Regarding the **scalp itching**, has been detected a **particularly important decrease**, because the total **starting value of 26** is changed in the **final Value of only 2 points**.

Moreover, in no one Patients have been detected undesired effects.

In conclusion, **VB® Sebo-Balance Treatment** has shown its **Real Clinical Effectiveness in scalp Seborrhea**

University of Siena
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

VB® SEBO-BALANCE TREATMENT

Classic Application Diagram

Three times per week:

1 – make a first hair washing with VB® Greasy Hair Shampoo, until obtain a durable and rich foam.
Then, rinse off thoroughly;

*** The first washing removes from hair and scalp the main dirt, various residue, etc.;**

2 – make always a second hair washing with VB® Greasy Hair Shampoo, until obtain a durable and rich foam.

Then, rinse off thoroughly;

*** The second washing completes the hygienic action of cleaning and make easier the action of the ingredients aimed to the hair beauty and, for the treatments, make easier the action of the solutions aimed to the scalp care;**

3 - dry the hair gently with a towel and, with the help of a wide toothed comb, disentangle and line them up;

4 – apply the VB® Sebo-Balance Mono-Dose on scalp and maintain it in contact for the exposure time of 5/7 minutes.

Then, without rinsing off VB® Sebo-Balance Mono-Dose proceed to the desired hair drying, both natural and with brush and hairdryer.

Repeat it for at least 30 days.

When the scalp greasiness come back to normality, is enough use the **VB® Greasy Hair Shampoo** 2/3 times per week. In case of need, repeat what above mentioned in the **Classic Application Diagram**.

VB® SEBO-BALANCE TREATMENT

Application diagram in case of dandruff

Three times per week:

1 - make a first hair washing with VB® Greasy Hair Shampoo, until obtain a durable and rich foam.
Then, rinse off thoroughly;

2 – apply VB® Anti-Dandruff Mono-Dose, paying attention to distribute it well all over the scalp and maintain it in contact for the exposure time of 5/7 minutes.
Then, rinse off thoroughly;

3 - make always a second hair washing with VB® Greasy Hair Shampoo, until obtain a durable and rich foam.
Then, rinse off thoroughly;

4 - dry the hair gently with a towel and, with the help of a wide toothed comb, disentangle and line them up;

5 – apply the VB® Sebo-Balance Mono-Dose on scalp and maintain it in contact for the exposure time of 5/7 minutes.

Then, without rinse off VB® Sebo-Balance Mono-Dose proceed to the desired hair drying, both natural and with brush and hairdryer.

* Since dandruff frequently is a recidivist issue, during the 30 days of use of **VB® Sebo-Balance Treatment**, every time you see its presence, follow the instructions shown in the **Application Diagram in case of dandruff**, until obtain the disappearance or a net improvement, then proceed following the **Classic Application Diagram** and so on.

During the use of **VB® Sebo-Balance Treatment**, both according to the **Classic Application Diagram** and to the **Application Diagram in case of dandruff**, if you need to wash the hair more frequently or to give them a particular aesthetic quality/beauty, according to the own needs it's possible to use every Product/Treatment of VB® Range (look at the specific features of every single VB® Product / Treatment).

Scalp Dandruff

(itching, desquamation, erythema and dehydration)

ANTI-DANDRUFF TREATMENT

(12 **Anti-Dandruff Solution Mono-Dose** 15 ml/each + desired **VB® Shampoo** 200 ml)

are also singly available:

- **Anti-Dandruff Solution**, boxes composed by 6 and 12 Mono-Dose 15 ml/each;
- **all the 200 ml VB® Range Shampoos and Bathing Foams**, to combine according to the desired Curative or Aesthetic need (**look ahead all the possible combinations in the multifunctionality of VB® Anti-Dandruff Solution DIAGRAM**).



**How and why Villa Borghini® succeeded in realizing
an Innovative and Revolutionary Product:**

VB® Anti-dandruff Solution

The VB® Group of Research, after a deep analysis of the various anti-dandruff products in the market, pointed out that, if the product efficacy increased, the safety of the product strongly decreased.

This occurs because normally to increase the efficacy of an anti-dandruff product, it is necessary to use ingredients with a strong bactericidal power that inevitably increases the risk of evoking irritative or allergic reactions.

For this reason, since **VB® Philosophy is based on the Maximum Safety of the Products**, it was immediately clear that formulating a product that could effectively fight dandruff and at the same time be able to offer warranty of maximum safety, was difficult or even impossible, because not only would it revolutionize the classical chemical formulation field, but it would also bring so great scientific innovation, to excel in the treatment of one of the most complicated, troublesome and common scalp pathology: **Seborrheic Dermatitis**.

But, the ambition to succeed in this hard work was so great and challenging that, the **Scientific Research of VB® Group**, also on the basis of the previous positive experiences in having faced and solved with great success equally demanding issues, started to face the topic with the goal of **formulating an Anti-Dandruff Product Clinically Effective and Maximally Safe**.

Before facing the formulative work, cooperating with University Specialist Dermatologists, was deeply studied the aetiology of scalp seborrhea and all its general and specific manifestations, as for example:

- bothersome itching;
- desquamation of corneum stratum (dandruff);
- onset of various type of erythema;
- scalp dehydration;
- change of skin pH to more alkaline values;
- serious damage to the physiological skin self-defense power;
- increase of the pathological proliferation of transitory colonies;
- etc.

So, after having selected the most suitable ingredients, all already registered to FDA – USA and after having performed the survey for the formulation of their compatibility and synergies, they started the specific realization of uncountable formulations.

So they succeeded to create a laboratory formulation that immediately showed its Clinical Effectiveness and that, at the same time, was incapable of evoking irritative or allergic reactions.

To better exploit the features of this laboratory formulation, it is advisable to shake it before use.

Shaking it, the physical appearance of this Product was similar to a very fluid paste and, for this reason, at the beginning the VB® Group of Research had chosen the name of **Anti-Dandruff Paste**.

With this name this Product, together with the VB® Bathing Foam, that is another product that can be used in many different ways, was subjected in University Seat to the Clinical Assessment for the Clinical Effectiveness on Pityriasis Capitis (Scalp Seborrheic Dermatitis) and to the Assessment for the Maximum Safety (overcoming of the strict Clinical Test named Repeated Insult Patch Test) and the Certifications obtained have surely rewarded the VB® Scientific Research, because thanks to the Clinical Results Shown, we can surely tell that we placed in the market:

**an Innovative and Revolutionary Anti-Dandruff Treatment
with Clinical Effectiveness and Maximum Safety
(see the attached abstracts of University Certifications)**

Then, exclusively for marketing needs, this formulation was named **VB® Anti-Dandruff Solution** and with this name is now used and known at international level.

VB® Anti-Dandruff Solution, is **Multifunctional**, because **is perfectly combinable and compatible with the Treatments and with every single product of VB® Range**.

Moreover, every combination allows to obtain, at the same time, both the scalp care and the full exploitation of the specific features of the Treatment and of the single Product with which it is combined.

The **practical-functional advantages** and the subsequent **Safety of Use**, are certainly unique and appreciable, both by the Professionals and by the Consumers because, the VB® Range is so wide that is possible to satisfy the bigger part or all the **Aesthetic-Curative needs** of hair and body, **without any application risk** (look ahead: **Multifunctionality of VB® Anti-Dandruff Solution** and its explanatory diagrams).

ANTI-DANDRUFF TREATMENT

Assessment of Clinical Effectiveness
on subjects diagnostically suffered by
scalp Seborrheic Dermatitis:
(itching, desquamation, erythema and dehydration)
performed by the
UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

VB® Introduction

VB® Anti-Dandruff Solution has been subjected in University Seat to the assessment of its clinical effectiveness, not only for dandruff but, for everything which concern the classic symptomatology of scalp Seborrheic Dermatitis, as for example: itching, desquamation, erythema and dehydration that is well known that frequently go with the Scalp Seborrheic Dermatitis.

The **VB® Research Group**, was so sure about the Clinical Effectiveness of this product that, to demonstrate its Multifunctionality, during the Clinical Tests performed in University Seat, instead of washing hair with a shampoo combined with Anti-Dandruff solution, decided to test it washing hair with VB® Bathing Foam and treating scalp with VB® Anti-Dandruff Solution.

So, the **Clinical Tests performed in University Seat, not only have confirmed the VB® Anti-Dandruff Solution Clinical effectiveness** in caring scalp Seborrhea, but have also underlined the **Exceptional Multifunctional Features** of this product, because the **VB® Anti-Dandruff Solution**, perfectly **Compatible and Combinable with all the VB® Shampoos**, has also shown in University Seat, to be perfectly **Compatible and Combinable even with the VB® Bathing Foams**, exceptionally extending its already well known features of **proved Multifunctionality**.

* Abstract

Upon proposal of **Villa Borghini®** Industry, has been performed by our University Clinic an experimentation aimed to assess the **activity** of **VB® Anti-Dandruff Solution**, together with the hair washing made with VB® Hair and Body Bathing Foam.

PURPOSE OF THE SURVEY

This survey aims to assess and establish the Clinical Effectiveness and the Tolerability of VB® Anti-Dandruff Solution in **Pityriasis Capitis (scalp Seborrheic Dermatitis)**.

Clinical Survey have been performed on subjects of age between 15 and 50 years old suffered by Pityriasis Capitis, detected in Laboratory by suitable Clinical Parameters.

All the patients have been subjected to this Clinical Survey for a 30 days period, during which have been performed Clinical and Laboratory controls at basal time, after 15 days and after 30 days.

LENGHT OF THE CLINICAL SURVEY AND USE OF PRODUCTS

All the patients have been subjected to this Clinical Assessment **three times per week for the whole 30 days period**, in the following way:

1 – make a first hair and scalp washing with VB® Bathing Foam and massage until obtain a durable and rich foam.

Then, rinse off hair and scalp thoroughly.

2 – apply 15 ml VB® Anti-Dandruff Mono-Dose, paying attention to distribute it well all over the scalp and maintain it in contact for the exposure time of **5/7 minutes**.

Then, rinse off hair and scalp thoroughly and blot with a towel.

3 – make a second hair and scalp washing with VB® Bathing Foam, and massage until obtain a durable and rich foam.

Then, rinse off hair and scalp thoroughly.

SCHEDULE 1

average values of all the Patients subjected to the Clinical Survey

	before ▼	after 15 days ▼	after 30 days ▼
itching	33	7	0
desquamation	38	8	2
erythema	16	7	1

SCHEDULE 2

average corneometric values of all the Patients
for the assessment of scalp hydration increase

	before ▼	after 15 days ▼	after 30 days ▼
Average values of scalp Hydration	51,33	58,86	68,40
VB® Anti-Dandruff Treatment has been able, only in 30 days, to increase the scalp hydration of 17,07 Corneometric Unities			

VB® Anti-dandruff Solution

Clinical Assessment of Safety
according to the Strict Clinical-Pharmacological
provided by the Repeated Insult Patch Test
performed by the
UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

* Abstract

VB® Anti-Dandruff Solution

Is certified that the product analyzed by this survey
is **incapable of evoking irritative or allergic reactions**
detectable using the Repeated Insult Patch Test

Final Clinical Opinion

* Abstract

Analyzed signs and symptoms, have shown a **clear improvement of the pathological conditions of scalp Seborrheic Dermatitis**, already assessable after 15 days and even more evident after 30 days of this Clinical Survey:

- in particular, (look at **SCHEDULE 1**) the itching is changed from a starting value of 33 to a final value of 0,00 and so the **scalp itching has been set to zero**;

- desquamation is changed from a starting value of 38 to a final value of 2. This shows an **important scalp desquamation decrease of 36 points**;

- erythema, changing from an initial value of 16 to a final value of 1, is clearly improved;

- moreover, (look at **SCHEDULE 2**) has been also assessed and confirmed, by the instrumental data for measuring corneometric values, an important increase of scalp hydration. The scalp hydration is changed from a starting value of 51,33 to a final value of 68,40 with an increase of scalp hydration of 17,07 Corneometric Unities.

The Corneometric Unities value, represents the water content in the scalp corneum stratum and is strictly connected with its integrity.

For this reason, **an important increase of the scalp hydration**, must be considered **particularly Clinically Relevant** relating to the integrity and consequently to the same **scalp health status**.

In conclusion, we can say that the VB® Anti-Dandruff Solution, is Clinically efficient in care of seborrheic dermatitis, both for the setting to zero of the itching, and for the strong dandruff decrease, both for the important erythema improvement and for the increase of scalp hydration.

Is clinically very important, since is really rare thing for the products aimed to the care of seborrheic dermatitis, the fact that VB® Anti-Dandruff Solution has passed the Strict test for Safety named Repeated Insult Patch Test, resulting as incapable of evoking irritative or allergic reactions.

University of Siena
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

VB® ANTI-DANDRUFF TREATMENT

Classic Application Diagram

Three times per week for 30 days:

1 – make a first hair and scalp washing with the desired Shampoo or Bathing Foam of VB® Range and massage until obtain a durable and rich foam.

Then, rinse off hair and scalp thoroughly and dry gently with a towel;

2 – apply VB® Anti-Dandruff Mono-Dose on the scalp and maintain it in contact **for the exposure time of 5/7 minutes.**

Then, rinse off hair and scalp thoroughly.

3 – make a second hair and scalp washing with the desired Shampoo or Bathing Foam of VB® Range and massage until obtain a durable and rich foam.

Then, rinse off thoroughly and proceed to the desired hair drying, both natural and with brush and hairdryer.

Repeat it for at least 30 days.

* In case of particularly resistant dandruff and any time it comes back again, fully repeat the **Classic Application Diagram.**

Multifunctionality

VB® Antidandruff Solution

in its combinations and compatibility
with the other Products / Treatments of VB® Range

As from what previously explained in section **Compatibility and Combination of VB® Treatments and VB® Products** must be considered the **Exceptional Multifunctionality of VB® Antidandruff Solution**, because has been especially designed, formulated and realized in **VB® Research Laboratories**, to offer to the Consumer **an Highly Efficient Product**, with **Real Maximum Safety**, perfectly combinable and compatible both with the **Treatments and with every single Product of VB® Range**.

We would like to specify that, relating to **VB® Anti-Dandruff Solution** the word “**Multifunctionality**” is not a fanciful advertising definition, but is based on its **Real Possibilities of Compatibility and Scientific Combination with all the Treatment and with every single Product for hair and scalp of VB® Range**.

In fact, **VB® Anti-Dandruff Mono-Dose**, is always applied between the first and second hair and scalp washing, in the same way if is used a Treatment or a Single Product for hair and scalp of VB® Range.

Examples:

* If you are using the **Anagen-Plus® Treatment** or the **Sebo-Balance Treatment** and at the same time there is also dandruff, the combination with **VB® Anti-Dandruff Mono-Dose** must be made as previously explained in the **Application Diagram in case of Dandruff** of every single Treatment.

* If you decided to stop one of the two above mentioned Treatments but you want to proceed in using only the Shampoo of the Treatment, in case of particularly resistant dandruff, the **VB® Anti-Dandruff Mono-Dose**, must be always applied between the first and the second washing with the Shampoo of the Treatment;

In case you don't need the above mentioned Treatments but, you have dandruff, you have to use **VB® Anti-Dandruff Mono-Dose** in any case between the first and the second hair washing, made with the **any other Shampoo of VB® Range you desire**, or with **VB® Hair and Body Bathing Foam**, or even with **VB® Baby Shampoo Bathing Foam** depending on the frequency of hair washings, on the hygienic needs and on the desired aesthetic result.

Multifunctionality DIAGRAM

VB® Anti-Dandruff Solution

VB® Anti-Dandruff Solution **has to be applied always after the first hair washing**, made with the desired **Shampoo or Bathing Foam** of **VB® Range** and, after the exposure time of 5/7 minutes, have to be thoroughly rinsed off.

Then, make always a **second hair washing** with the desired **Shampoo or Bathing Foam** of **VB® Range** and proceed following the directions of the Treatment or of the single VB® Products you have chosen, both for hair care and for hair beauty or style and finish actions.

**Apply VB® Anti-Dandruff Solution always
between the first and the second hair washing,
apart from the chosen Shampoo or Bathing Foam
between the below mentioned Products of VB® Range:**

Anagen-Plus® Shampoo

Greasy Hair Shampoo

Restoring Shampoo

Styling Shampoo

Dry Hair Shampoo

Volume® Shampoo

Easy Straight Shampoo

Normal Hair Shampoo

Color Protector Shampoo

Hair and Body Bathing Foam

Baby Shampoo Bathing Foam

Scalp Protection from Chemical Treatments
(hair coloring, hair bleaching, hair perm, hair straightening, etc.)

SCALP DEFENSE

(Box composed by 6 Scalp Defense Mono-Dose 15 ml/each)



FEATURES AND INDICATIONS

Scalp Defense is aimed to protect the scalp from chemical actions even particularly strong, as for example hair coloring and hair bleaching, hair perm, hair straightening, etc.

According to the **VB® FLOW CHART** (page 06), a Product like **Scalp Defense** aimed to protect the scalp, first of all has to demonstrate **maximum safety of use** and for this reason has been subjected to the **Strict Clinical-Pharmacological Protocols provided by the Repeated Insult Patch Test**, passing them fully.

The overcoming of the Repeated Insult Patch Test in this case is particularly important, because the scalp which is frequently chemically treated, if is not protected with suitable products, can show even serious intolerances, then really difficult to care.

Scalp Defense, is a sophisticated formulation with film-forming action that, minimizing the contact between the chemical products and the scalp automatically reduces also their toxicity.

Moreover, thanks to its antibacterial features, it fights the proliferation of the undesired micro-organisms (transient flora) and at the same time rebalances the physiological flora of the scalp hydro lipid film (resident flora), that has very important physiological powers for skin defense.

The description of **Scalp Defense** formulation features is completed by the acronym **NMF (Normal Moisturizing Factor)**.

The Product has been especially conceived as liquid, both to make easier its distribution on the scalp and to remove it in extremely easy way.

USE

Scalp Defense is quick and easy to use:

1 - before making any chemical treatment, apply the whole **Scalp Defense Mono-Dose** all over the scalp, with the help of the dropper provided in product's box;

2- proceed with the desired chemical treatment.

Then, when the exposure time of the chemical treatment is finished, rinse off hair and scalp thoroughly.

After hair coloring:

we suggest to start immediately using **VB® COLOR PROTECTOR TREATMENT**

After any other chemical treatment:

in any case, to **maintain hair and scalp in the best conditions**, according to the needs we suggest to use **Treatments / Products of any Line of VB® RANGE**, in combination or singly used as **described in this Professional Guide**.

EXPLANATION

VB® BEAUTY HAIR LINE is aimed to **hair restoring and beauty**, with a wide range of Specific Treatments and Products that, in any case, always guarantee the **Maximum Safety** and the **Aesthetic-Functional Results**, already included in their name.

To better explain this concept, for example if the name of the treatment is **VB® Restoring Treatment**, this means that it is really able to realize its restoring action on the hair and so on for all the treatments and products even in their combination described in this Professional Guide.

The Treatments of this Line, are made by exact Products combinations, designed by **VB® Laboratories**, able to satisfy in a clear and concrete way, both Professional needs and Private Consumer needs.

The Shampoos of this Line, perform the specific action in their combination with the other product shown in the Specific Treatment, but combined with all the other Products of VB® Range, with which they are perfectly compatible, they realize other Important and Functional Combinations as explained below.

And moreover, even when are individually used, they are able to show so high quality features that can not be compared with any other product.

The Conditioners of this Line are products that need to be rinsed off. In their Specific combinations and in the other combinations suggested below, since they are perfectly Compatible with all the Treatment and with all the single Products of VB® RANGE, they allow to the Professionals and to the Private Consumer very wide possibilities of combination so they can surely satisfy all the beauty needs both for classic and for modern hairstyles, even particularly difficult to obtain with other product.

The Keratin Repairers of this Line, guarantee the structural hair restoring and are able to give aesthetic results and make the hair easy to style also to the one most destroyed by stressful chemical and physical treatments.

Due to they are perfectly compatible with all the Treatments and the Products of VB® RANGE, they can realize exceptional Aesthetic-Functional combinations able to satisfy even the most complicated needs that normally can not be satisfied with the other products.

BEAUTY HAIR LINE

Treatments:

**RESTORING TREATMENT
STYLING TREATMENT
DRY HAIR TREATMENT
VOLUME TREATMENT
COLOR PROTECTOR TREATMENT**

Shampoos:

**RESTORING SHAMPOO
STYLING SHAMPOO
DRY HAIR SHAMPOO
VOLUME® SHAMPOO
EASY STRAIGHT SHAMPOO
NORMAL HAIR SHAMPOO**

Conditioners:

**REGENERATING CREAM
REINTEGRATING MASK
DISCIPLINING CREAM**

Collagen Multifunctional Restorers:

**KERATIN REFINE 5
ESO-DEFEND**

All the **Shampoos** and **Bathing Foams** (when they are used even for hair washing), have to be used as described in page 10, making always two hair washings.

Only after the two classic hair washings, proceed with the application of the other products established for the Treatments or suggested in the possible combinations with each Shampoo or Bathing Foam, as carefully described in this GUIDE, or suggested by the Professionals who use VB® Products.

THE ONLY EXCEPTION is the **Anti-Dandruff Treatment**, because the **Anti-Dandruff Mono-Dose** has to be always applied between the first and the second hair washing, as described in **page 37 (VB® ANTI-DANDRUFF TREATMENT – Classic Application Diagram)**.

The correct use of VB® Products is strictly connected to the Results described in the University Clinical Certifications relating to the specific Treatment and to the results described by the VB® Specialists who wrote this **Professional Guide**.

Treatments

BEAUTY HAIR LINE

RESTORING TREATMENT

STYLING TREATMENT

DRY HAIR TREATMENT

VOLUME TREATMENT

COLOR PROTECTOR TREATMENT

RESTORING TREATMENT

(Restoring Shampoo 200 ml + 12 Restoring Mono-Dose 15 ml/each)

For the continuation of the Treatment are also singly available:

- **Restoring Shampoo** 200 ml;
- **Restoring Mono-Dose**, boxes composed by 6 and 12 Pcs 15 ml/each.



This Treatment represents the first important step for starting to establish the **Real Effectiveness** of the Products belonging to the **VB® High Functional Trichological Cosmetology**.

VB® Restoring Treatment, provides the synergistic action, combined and consecutive of the two Products that make it up: **Restoring Shampoo** and **Restoring Mono-Dose**.

SAFETY

Both the Products have passed the Clinical-Pharmacological Test: **Repeated Insult Patch test**.

INDICATIONS

Is suitable for particularly damaged hair which break easily, dull and weakened by chemical treatments as hair coloring, perms, etc. and by physical treatments as hair straightening, overuse of hair dryer, hair straightener, iron, etc.

The combination of Restoring Shampoo and Restoring Serum Mono-Dose performs an immediate action, creating a special film around the hair that protects it, giving back an healthy, strong and full bodied look. It repairs split ends and gives back new elasticity to the hair's keratin structures, with appreciable results already since the first application.

WAY OF ACTION

Restoring Shampoo cleans hair, preparing them for the specific film-forming action of **Restoring Mono-Dose** that, giving them new physical integrity, performs a real, concrete and complete restoring action.

USE

1 - Make a first hair washing with Restoring Shampoo, until obtain a durable and rich foam.
Then, rinse off thoroughly.

2 - Make a second hair washing with Restoring Shampoo, until obtain a durable and rich foam and then rinse off thoroughly.
Dry the hair gently with a towel and disentangle them with a wide toothed comb.

3 - Apply Restoring Mono-Dose on the hair, with the help of a comb, **before with a wide toothed comb and then with a fine-tooth comb**, to distribute the solution homogeneously on all the length and on the split ends.
Then without rinsing off and without waiting exposure times, proceed with the desired hair style, both natural and with brush and hair dryer or with curlers and hairdresser helmet, etc.

VB® Restoring Treatment is easy and practical to use. **It allows an efficient Restoring of hair** even particularly attacked for the most different reasons. **It is always Reliable and Safe** to restore and maintain the natural beauty of hair.

ADVICES FROM OUR EXPERTS

Once applied the Mono-Dose you can proceed directly to hair drying or you can apply a product of Style & Finish Line, depending on the hairstyle you want to obtain.

The Style & Finish Line products don't weigh the hair down and don't leave them greasy.

STYLING TREATMENT

(Styling Shampoo 200 ml + Regenerating Cream 200 ml)

For the continuation of the Treatment are also singly available:

- **Styling Shampoo** 200 ml;
- **Regenerating Cream** 200 ml.



VB® Styling Treatment, provides for the synergistic action, combined and consecutive of the two Products that make it up: **Styling Shampoo** and **Regenerating Cream**.

SAFETY

Both the Products have passed the Clinical-Pharmacological Test: **Repeated Insult Patch test**.

INDICATIONS

Is suitable for all type of hair, even for destructured ones, thin, rough and difficult in taking and longer maintain the desired hairstyle.

It allows to easily modelling the hair to obtain the desired hairstyle, both smooth, curly or wavy, with strong held and in a very short time but without stressing the hair, making them soft, silky and bright.

WAY OF ACTION

Styling Shampoo if used alone, already improves significantly the hair styling.

In combination with **Regenerating Cream**, that is a formulation particularly rich of high quality cationic, creates the **VB® Styling Treatment** which is able to perform a combined and synergic film-forming action for

the hair protection that makes them easy to model for obtaining the desired hairstyle even without any stressful physical hair drying action.

USE

1 - Make a first hair washing with Styling Shampoo, until obtain a durable and rich foam.

Then, rinse off thoroughly.

2 - Make a second hair washing with Styling Shampoo, until obtain a durable and rich foam.

Then rinse off thoroughly.

Dry the hair gently with a towel and disentangle them with a wide toothed comb.

3 – Apply uniformly Regenerating Cream on the hair, with the help of a comb, **before with a wide toothed comb and then with a fine-tooth comb**, to make easy the contact on all the length and on the split ends.

Then dry the hair gently, disentangle them with a wide-toothed comb and proceed with the desired hair style, both natural and with brush and hair dryer or with curlers and hairdresser helmet, etc.

You will see that the result will be hair easy to model and style.

ADVICE FROM OUR EXPERTS

After the use of Styling Treatment:

- **To obtain a smooth effect**, we suggest to apply on still wet hair as you prefer Restoring Gel (on particularly thin hair) or even Hair Styling Primer or Glare (for all types of hair) to easily obtain the desired hairstyle and to guarantee a long-lasting smooth held.

On still wet hair start drying with brush and hair dryer, giving immediately to the hair the desired direction. For this effect, we suggest to use an hair dryer able to create a very strong hot air, even keeping it very close to the hair, because the film-forming action given to the hair by this treatment is particularly resistant to heat and allows to the hair to resist even to stressful physical modelling actions.

- **To obtain curls with diffuser**, we suggest to apply Keratin Style on still wet hair (to obtain a tight and defined curl) or Tidy Hair (to obtain a soft and defined curl) or again, to get more volume, we suggest to apply Regular Volume Gel on the hair base and then proceed to the hair drying.

- **To obtain a curl effect with curlers**: we suggest to apply Keratin Style on still wet hair, roll up the curlers and dry your hair with helmet.

To give more volume to the hair, over the application of Keratin Style, we also suggest to apply Regular Volume Gel on the hair base and proceed as above mentioned.

- **To obtain a move effect with brush and hair dryer**: apply Restoring Gel on still wet hair (on particularly thin hair), or Keratin Style (for all types of hair), then Style your hair.

You will obtain a soft and natural effect.

DRY HAIR TREATMENT

(Dry Hair Shampoo 200 ml+ Regenerating Cream 200 ml)

For the continuation of the Treatment are also singly available:

- **Dry Hair Shampoo** 200 ml;
- **Regenerating Cream** 200 ml.



VB® Dry Hair Treatment, provides for the synergistic action, combined and consecutive of the two Products that make it up: **Dry Hair Shampoo** and **Regenerating Cream**.

SAFETY

Both the Products have passed the Clinical-Pharmacological Test: **Repeated Insult Patch test**.

INDICATIONS

It satisfies the ever more frequent need to cure and improve the look of dry, damaged and rough hair, both physiologically that because of the use of too aggressive common shampoos, chemical treatments as hair coloring, hair bleaching, perms and physical treatments as hair straightening, overuse of hair dryer and hair straightener on hair not properly treated with product able to protect them from this kind of actions.

In fact, the delicate structures of hair keratin, when particularly attacked, give origin to the typical and unaesthetic split ends.

In all these cases the use of VB® Dry Hair Treatment, since from the first application underlines its own features, giving new elasticity, softness and shine, even to the most delicate and stressed hair, making them easy to comb and to style.

WAY OF ACTION

Dry Hair Shampoo, is a formulation that performs on the hair, both cleaning and substantivizing action.

Substantivizing Action is performed by a group of cationic ingredients (substantivizing), that perform a mainly important conditioning action on hair, then completed by suitable cationic included in **Regenerating Cream**.

USE

1- Make a first hair washing with Dry Hair Shampoo, until obtain a durable and rich foam.
Then, rinse off thoroughly.

2 - Make a second hair washing with Dry Hair Shampoo, until obtain a durable and rich foam.
Then, rinse off thoroughly.
Dry the hair gently with a towel and disentangle them with a wide toothed comb.

3 - Apply uniformly Regenerating Cream on the hair, with the help of a comb, **before with a wide toothed comb and then with a fine-tooth comb**, to make easy the contact on all the length and on the split ends.

Without waiting exposure times, rinse off **Regenerating Cream** thoroughly.

Then dry the hair gently, disentangle them with a wide-toothed comb and proceed with the desired hair style, both natural and with brush and hairdryer or with curlers and hairdresser helmet, etc.

The concrete result of VB® Dry Hair Treatment is the substantivized and lined up look of hair which result able to maintain the hairstyle with a very natural effect.

ADVICES FROM OUR EXPERTS

After the use of Dry Hair Treatment:

To give to all type of hair a greater restoring, malleability and softness, we suggest to apply Spray Conditioner VB® on the hair, distributing it uniformly with the help of a comb.

Then apply Hair Styling Primer on hair (look at its own description the way of use of this product) to make really easy to comb and to model your hair with any action of hair drying and styling.

The final effect of what above suggested is touchable and long lasting, both for the hair silkiness, brightness and easiness in hair modelling and even for the held of the hairstyle with brush, hair dryer, hair straightener helmet and with the hands for an aesthetic effect particularly natural.

VOLUME TREATMENT

(Volume Shampoo® 200 ml + Reintegrating Mask 200 ml)

For the continuation of the Treatment are also singly available:

- **Volume Shampoo®** 200 ml;
- **Reintegrating Mask** 200 ml.



VB® Volume Treatment, provides for the synergistic action, combined and consecutive of the two Products that make it up: **Volume Shampoo®** and **Reintegrating Mask**.

SAFETY

Both the Products have passed the Clinical-Pharmacological Test: **Repeated Insult Patch test**.

INDICATIONS

This treatment is suitable to obtain a natural volume effect look on all types of hair, giving them fullness and a long lasting hold of the hairstyle, enhancing even thin hair that easily flatten.

This treatment is precious also on healthy hair, because even them, if treated for a long time with aggressive shampoos and low quality conditioners (that give only temporary aestheticity), lose their fullness, become thin and damaged and so they lose their natural volume.

For this reason, the Volume Treatment is not aggressive (look at Safety) and expressly formulated to give volume to all types of hair; it belongs to that kind of VB® Treatments which can be used even frequently, not only to make the hair beautiful but even to protect the hair keratin that make them up.

WAY OF ACTION

Volume Shampoo®, was the first worldwide and is a VB® patent. The Volume Effect that is able to give to hair is already clear even if used alone.

Combined with **Reintegrating Mask (Specific VB® Formulation)**, based on the **Selective Trichological Restoring Synergy** of sophisticated raw materials, called in VB® Laboratories "**cationic triad**"), increases significantly both the **Volume Effect and its length**.

For this reason, the combination of **Volume Shampoo®** and **Reintegrating Mask**, was called in a Technical-Functional way, **VB® Volume Treatment**.

USE

1- Make a first hair washing with Volume Shampoo®, until obtain a durable and rich foam.

Then, rinse off thoroughly.

2 - Make a second hair washing with Volume Shampoo®, until obtain a durable and rich foam.

Then, rinse off thoroughly.

Dry the hair gently with a towel and disentangle them with a wide toothed comb.

3 - Apply uniformly Reintegrating Mask on the hair, with the help of a comb, **before with a wide toothed comb and then with a fine-tooth comb**, to make easy the contact on all the length and on the split ends and **wait 5/7 minutes exposure time**.

Then, rinse off **Reintegrating Mask** thoroughly.

Then dry the hair gently, disentangle them with a wide-toothed comb.

Proceed with the desired hair style, both natural and with brush and hairdryer or with curlers and hairdresser helmet, etc.

**Free, full-bodied and shining hair with a sophisticated Volume Effect
will be the result since the first application**

ADVICES FROM OUR EXPERTS

After the use of Volume Treatment and on still wet hair:

- **on medium length hair**, apply **Regular Volume Gel** on the whole hair, from the base to the lengths and distribute the product uniformly on the hair with the help of a comb.

Proceed to the hair drying with brush and hair dryer or curlers, depending on the desired Volume Effect. In any case the Volume Effect will be long-lasting.

- **to obtain a particular, sophisticated and artistic voluminous smooth:**

* on particularly thin and still wet hair, apply on the hair base **Regular Volume Gel** and on the lengths apply **Restoring Gel** uniformly with the help of a comb. Then proceed with the desired hair drying.

* on all the other types of hair still wet, apply on the hair base **Regular Volume Gel** and on the lengths apply **Hair Styling Primer** uniformly with the help of a comb. Then proceed with the desired hair drying.

- **to obtain voluminous, soft and defined curls with diffuser**, on still wet hair, apply on the hair base **Regular Volume Gel** and on the lengths apply **Tidy Hair** with the help of a comb. Then proceed with the desired hair drying.

- **to obtain voluminous, tight and defined curls with diffuser**, on still wet hair, apply on the hair base **Regular Volume Gel** and on the lengths apply **Keratin Style** with the help of a comb. Then proceed with the desired hair drying.

COLOR PROTECTOR TREATMENT

natural and artificial hair color

(Color Protector Shampoo 200 ml + Color Protector Cream 200 ml)

For the continuation of the Treatment are also singly available:

- **Color Protector Shampoo** 200 ml;
- **Color Protector Cream** 200 ml.



VB® Color Protector Treatment, provides for the synergistic action, combined and consecutive of the two Products that make it up: **Color Protector Shampoo** and **Color Protector Cream**.

SAFETY

Both the Products have passed the **Clinical-Pharmacological Tests** in University Seat.

INDICATIONS

The prolonged exposure of hair to solar radiations, especially to UV-B ones, makes them susceptible to chemical changes of cuticle (the outermost part of the hair), and so they become porous, rough, brittle, less resistant and, consequently, they break more easily. If the hair, over the exposure to UV-B radiation, are treated at the same time even with aggressive common shampoos, the structural damages suffered by the keratins, often become irreparable.

In fact, is well known that, coming back from summer holidays in seaside places, the hair often need to be cut, because their lengths are too much damaged.

VB® Color Protector Treatment, is aimed to minimize the above mentioned trichological troubles and moreover it allows to further protect the hair color, both chemically treated and natural, enhancing and renewing hair brightness and softness, strongly improving even the pass of the comb through the hair.

The touchable result of this treatment is the healthy, natural and long lasting look of the hair.

WAY OF ACTION

Both **Color Protector Shampoo** and **Color Protector Cream**, have been especially realized with the addition of highly technological and particular ingredients, scientifically aimed to perform an efficient action in reducing, both the damaging of hair keratins and of hair surface's disulfide bonds. Therefore, it increases the substantivity, the possibility to comb the hair and the aesthetic effect of fullness and shine.

USE

1- Make a first hair washing with Color Protector Shampoo, until obtain a durable and rich foam.
Then, rinse off thoroughly;

2 - Make a second hair washing with Color Protector Shampoo, until obtain a durable and rich foam.
Then, rinse off thoroughly.
Dry the hair gently with a towel and disentangle them with a wide toothed comb;

3 - Apply uniformly Color Protector Cream on the hair, with the help of a comb, **before with a wide toothed comb and then with a fine-tooth comb**, to make easy the contact on all the length and on the split ends and **wait 3/4 minutes exposure time**.

Then, rinse off **Color Protector Cream** thoroughly.

Then dry the hair gently, disentangle them with a wide-toothed comb.

Proceed with the desired hair style, both natural and with brush and hairdryer or with curlers and helmet, etc.

- ▶ During the stay period in a seaside place, both for natural hair color protection and for artificial hair color preservation, we suggest using **Color Protector Treatment** frequently.
- ▶ Independently by places and seasons, to make longer the preservation of artificial hair color, we recommend using **Color Protector Treatment** frequently.

*** The Formulations of **Color Protector Treatment**, come from the experience of VB® Patent registered and recognized at World Level of "**Scientific System for Solar Protection/Solar Line/Spd Electronic Equipment**" that thanks to its precision in the identification of the skin phototype, to the deep work of Testing and Validation performed in University Seat, has been published in the most important Scientific Journal of this Field in the world: **The International Journal of Cosmetic Science**.

BEAUTY HAIR LINE Shampoos

RESTORING SHAMPOO

STYLING SHAMPOO

DRY HAIR SHAMPOO

VOLUME SHAMPOO®

EASY STRAIGHT SHAMPOO

NORMAL HAIR SHAMPOO

General Information

Shampoos of **VB® BEAUTY HAIR LINE**, have been originally formulated to perfectly fulfil to the Specific Functions already included in their names.

So, even singly used, they perform important and concrete functions able to make them really appreciated and to distinguish them from the common products.

In **Historic VB® Research Laboratories** where, since from the origin, the perseverance is one of the main features for the qualitative-functional improvement of Products, **are continuously realized sophisticated formulations** to test potential new ingredients that are included in INCI UE Codes.

According to the **Advanced Manufacturing Research Technology**, are realized Products that, only after the overcoming of the procedures provided by the **VB® FLOW CHART** (page 06), are tested in possible combinations with the other Products that previously have already passed the **VB® FLOW CHART** procedures.

For example:

- **Restoring Shampoo**, also individually used is an hair substantive, in combination with Restoring Mono-Dose, gives origin to VB® RESTORING TREATMENT;

- **Styling Shampoo**, also individually used is a great hair modelling, in combination with Regenerating Cream made a very High Technical Union named STYLING TREATMENT;

- **Dry Hair Shampoo**, formulation for dehydrated and demineralized hair, also individually used is able to give a new look of integrity to the hair, in combination with Regenerating Cream gives origin to DRY HAIR TREATMENT that is univocally described by the Professionals, both nationals and internationals, that use VB® Products as a Treatment able to give to the hair an high aesthetic long lasting touch;

- **Volume Shampoo®**, is the first shampoo in the world in its field realized in VB® with this function, also individually used gives volume even to thin hair, in combination with Reintegrating Mask, gives a Volume Effect to the hair so significant to be named VOLUME TREATMENT.

- and so on for the other Shampoos of **VB® BEAUTY HAIR LINE** (look at their specific descriptions) as for example **Easy Straight Shampoo** and **Normal Hair Shampoo**.

* All the **Shampoos** and **Bathing Foams** of **VB® RANGE** (when bathing foams are used even for hair washing), have to be used as described in **page 10**, always making the classic two hair washings.

THE ONLY EXCEPTION is the **Anti-Dandruff Treatment**, because the **Anti-Dandruff Mono-Dose** has to be applied always between the first and the second hair washing, as described in **page 37**.

* The correct use of VB® Products is strictly connected with the Results described in the University Clinical Certifications referring to the specific Treatments and to the ones shown by the VB® Experts who wrote this GUIDE.

*** The **Qualitative and Functional Excellence of VB® Formulations**, besides to what described in this Professional Guide, allows further synergic combinations of VB® Treatments and Products that the Professionals learn in our **Bio-Scientific Dermatic European Academy®** to fully satisfy the need of the Customers, both aesthetic and curative and even aesthetic and curative at the same time.

This is possible because all the VB® Treatments and Products have passed in University Seat the Strictest Clinical-Pharmacological tests for the Maximum Safety and so the compatibility of their combinations is virtually unlimited and any new Formulation realized by the Research of VB® Laboratories, is placed in the market only if able to fully satisfy these main requirements.

This careful, ready and constant dynamicity distinguishes the Brand VB®

BEAUTY HAIR LINE Shampoos >>>>

RESTORING SHAMPOO

200 ml



INDICATIONS

Combined with **Restoring Mono-Dose**, look at **RESTORING TREATMENT** (Page 46).

Moreover, since **Restoring Shampoo** is already itself an hair substantive, **can be used even singly and frequently** for the long lasting preservation of hair beauty, because it performs a specific action creating a special film around the hair, giving back to it an healthy and strong look since the first application.

It restores dry and damaged hair that break easily, giving them new fullness, brightness and a natural healthy look.

USE

All the Shampoos of VB® Range have to be used as described in Page 10. If combined together with other VB® Products with which they create specific VB® Treatments, look at the VB® Treatment they make up.

ADVICES FROM OUR EXPERTS

- after the hair washing, apply **Regenerating Cream** to obtain a strong film-forming effect on hair to make them particularly resistant and easy to handle even with stressful drying action with the hairdryer.
- after the hair washing, apply **Reintegrating Mask** for a thin but strong film-forming action to give a sophisticated velvety touch with a very natural effect and to keep the atrophy of the scalp, because **Reintegrating Mask** has been formulated, both to make the hair beautiful and for a strong improvement of scalp healthy conditions.
- after the hair washing, apply **Disciplining Cream** for a strong film-forming action that allows to easily disentangle even the most difficult hair and to make them disciplined in taking the desired hairstyle.

STYLING SHAMPOO

200 ml



INDICATIONS

Combined with **Regenerating Cream**, look at **STYLING TREATMENT** (Page 48).

Moreover, since **Styling Shampoo** is already itself an hair substantive, **can be used even singly and frequently** to make easier the hair modelling.

...This formulation is an exact and balanced equilibrium of cationic substances (Keratins substantives), especially realized to be effective on all types of hair, even destructured, thin, frizzy, rough to the touch and difficult in styling and in maintaining the hairstyle.

In any case, it allows to model the hair in a short times, both to give them a smooth, curly or gently wavy effect, making the hair at the same time soft, silky and bright.

Styling Shampoo is easy and quick to use for the Consumer and it is necessary at professional level, because as shown below, if combined with some other VB® Products, they mutually enhance their own features.

USE

All the Shampoos of VB® Range have to be used as described in Page 10. If combined together with other VB® Products with which they create specific VB® Treatments, look at the VB® Treatment they make up.

ADVICES FROM OUR EXPERTS

- after the hair washing, apply **Regenerating Cream** to obtain a strong film-forming effect on hair to make them particularly resistant and easy to handle even with stressful high temperature (hair dryer, etc.).
- after the hair washing, apply **Reintegrating Mask** for a thin, sophisticated and resistant film-forming action to give a sophisticated velvety touch to the hair and trophic effect to the scalp.
- after the hair washing, apply **Disciplining Cream** to easy disentangle the hair. The strong film-forming action that gives even the most difficult hair will allow maximum easiness in styling as you prefer.

DRY HAIR SHAMPOO

200 ml



INDICATIONS

Combined with **Regenerating Cream**, look at **THIN AND DAMAGED HAIR TREATMENT** (Page 50).

Moreover, since **Dry Hair Shampoo** is already itself suitable to treat damaged hair that break easily causing split ends, **it can be used even singly and frequently**, to give new integrity to the hair.

Is suitable to improve the look of dry, brittle and rough hair, both physiologically and because of the use of too aggressive common shampoos or because of chemical treatments as hair coloring, hair bleaching, perms and hair straightening with overuse of hair dryer and hair straightener. In fact, in these cases, the delicate keratin structures of hair, if particularly attacked, give origin to the typical and unaesthetic split ends.

Dry Hair Shampoo, since the first application, gives to the hair, even to the most stressed, new softness and shine, making them easy to comb and to style.

USE

All the Shampoos of VB® Range have to be used as described in Page 10. If combined together with other VB® Products with which they create specific VB® Treatments, look at the VB® Treatment they make up.

ADVICES FROM OUR EXPERTS

- after the hair washing, apply **Regenerating Cream** to obtain a strong film-forming effect that make the hair particularly resistant and easy to handle even with stressful drying action with the hairdryer
- after the hair washing, apply **Reintegrating Mask** for a thin but strong film-forming action to give a sophisticated velvety touch with a very natural effect and to keep the trophic of the scalp.
- after the hair washing, apply **Disciplining Cream** for a strong film-forming action that allows to easily disentangle the hair and to make them disciplined in taking the desired hairstyle.

VOLUME SHAMPOO®

200 ml



INDICATIONS

Combined with Reintegrating Mask, look at **VOLUME TREATMENT** (page 52).

Moreover, since **Volume Shampoo®** is already itself suitable to give volume even to thinning, insubstantial, flattened and unstructured hair, **it can be used even singly and frequently**, to satisfy the function expressed in its own name.

Since the first application, gives excellent volume and long lasting held of the hairstyle to all the types of hair even thin, brittle and that easily flatten, fully respecting their physiological structural integrity.

Is particularly important that **Volume Shampoo®**, even if it is a formulation mainly aimed to the hair beauty, it can deeply clean even very dirty or greasy hair and for this reason it can be used on all types of hair, with full satisfaction even of who using other products for this type of needs should renounce to the pleasant volume effect.

USE

All the Shampoos of VB® Range have to be used as described in Page 10. If combined together with other VB® Products with which they create specific VB® Treatments, look at the VB® Treatment they make up.

ADVICES FROM OUR EXPERTS

- after the hair washing, apply **Regenerating Cream** to obtain a strong film-forming effect that make the hair particularly resistant and easy to handle even with stressful drying action with the hairdryer
- after the hair washing, apply **Reintegrating Mask** for a thin but strong film-forming action that in this combination enhances the volume of hair (look at Volume Treatment) with a velvety and natural effect fully respecting the trophic of the scalp.
- after the hair washing, apply **Disciplining Cream** to easily disentangle the hair, even in most difficult cases and to give them an exact film-forming action that allows to obtain remarkable volume even on the most thin hair.

EASY STRAIGHT SHAMPOO

200 ml



INDICATIONS

Easy Straight Shampoo is a sophisticated formulation with a substantive effect on hair and it performs a film forming, conditioning and protective action that, after the hair washing, exploiting the action of brush and hair dryer, allows to obtain longer hairstyle on curly hair and in any case a long lasting straight effect on all the other type of hair.

USE

All the Shampoos of VB® Range have to be used as described in Page 10.

ADVICES FROM OUR EXPERTS

to obtain a strong and long lasting Straight Effect on all types of hair:

- wash the hair with **Easy Straight Shampoo**, making the two classic hair washings, paying attention to perfectly clean them. Then lightly blot the excess of water with a towel;
- Apply homogeneously **Disciplining Cream** with the help of a wide toothed comb before and then with fine tooth comb, till the hair will be perfectly disentangled and lined up;
- spray few quantity of **glare extra smooth brilliant spray**, from the base to the ends of the hair with the help of a wide toothed comb before and then with fine tooth comb, paying attention to put the product in contact with the hair homogeneously (look even to the indications of **glare extra smooth brilliant spray** in Page 83);
- proceed to the hair drying with brush and hairdryer. You could see how, in a very short time, the hair will immediately and orderly follow the directions that you give them;
- furthermore, since the hair are now perfectly substantivized and protected by an exceptional and multifunctional protection film, you can proceed using the hair straightener.

In any case, the final result will be underlined obtaining the effect of smooth, silky and brilliant hair able to maintain the hairstyle for a long time.

* For further useful functional combinations **Easy Straight Shampoo**, follow the advices of VB® Technicians.

NORMAL HAIR SHAMPOO

200 ml



INDICATIONS

If you don't need specific Aesthetic or Curative Treatments, **Normal Hair Shampoo** is suitable for frequent washings, also for daily washings, for all types of hair, because it is perfectly able to substantivize and make them easy to comb, renewing fullness, softness and brightness.

Moreover, since it has passed the Repeated Insult Patch Test, is a Safe Product that can be easily used even during the use of Curative Treatments every time you need to wash the hair more frequent of what provided for the Treatments.

Furthermore, since it is perfectly combinable, compatible and synergic with all the Products of VB® Range, is practical and useful for every need.

USE

All the Shampoos of VB® Range have to be used as described in Page 10.

ADVICES FROM OUR EXPERTS

- after the hair washing, apply **Regenerating Cream** to obtain a strong film-forming effect both aesthetic and protective to make the hair particularly resistant and easy to handle, for hair drying both natural and with hairdryer.
- after the hair washing, apply **Reintegrating Mask** to create a delicate film-forming action that gives to the hair a sophisticate and velvety touch that makes the hair easy to handle and resistant to the hairstyle, respecting the trophic of the scalp.
- after the hair washing, apply **Disciplining Cream** to easily disentangle the hair, even in most difficult cases and to give them a strong film-forming action able to easily resist even to strong hair drying action .

General Information About VB® Hair Conditioners

The **Innovative Manufacturing Concept of VB® Functional Cosmetic Products**, is based on the following principle:

**manufacturing of Curative Products that,
at the same time must satisfy also Aesthetic Function
and
manufacturing of Aesthetic Products that,
at the same time must protect the health of the structures they are put in contact with.**

**This means that the Consumer,
has always Products that, at the same time, offer him Curative and Aesthetic Function.**

All the Products of VB® RANGE for hair have been formulated with this logic to express **excellent conditioning features**, even if belonging to Curative Treatments.

Differently from the classic definition of “conditioner in general” with which is meant an hair conditioner that need to be rinsed off, **in VB® for hair conditioner is meant a product able to give to the hair a better condition**, both of hair restoration and malleability, both for softness and for shine etc. independently if the products has to be maintain in contact with hair or needs to be rinsed off.

The **Specific Formulative Chemistry from which the VB® Products take origin**, is characterized by a **sophisticated and unique Conditioning Effect** that, in any case, **is not oily, does not weight down and does not stiffen the hair, leaving them free and protected**, as is fitting for the **real very High Quality Cosmetic-Functional Products of VB® Advanced Scientific Trichology**.

For this reason, in **VB® range** there are some **Hair Conditioners that don't need to be rinsed off** and other **Hair Conditioner that need to be rinsed off**.

Regenerating Cream, Reintegrating Mask and Disciplining Cream are **Hair Conditioners that need to be rinsed off**, before proceeding with the possible subsequent application of any other VB® Product.

Hair Conditioner that need to be rinsed off

BEAUTY HAIR LINE

REGENERATING CREAM

REINTEGRATING MASK

DISCIPLINING CREAM

REGENERATING CREAM

200 ml



INDICATIONS

Regenerating Cream, is an hair Conditioner that needs to be rinsed off, and it is aimed to perform a strong film-forming action on hair surface, that if the hair were previously carefully washed with anyone of the VB® RANGE Shampoos or Bathing Foams, performs its action on the hair cuticle, making the hair soft, really brilliants and moreover, its action looks amazing even if are made strong physical action with brush and hair dryer to easy handle hair in the desired way.

This feature distinguishes it clearly from the other common hair conditioners, because their use is not suitable to support a stressful drying action, since if the film they form on hair is of low quality, under very high heat conditions it is damaged and makes the hair dull, rough and frequently forms the anti-aesthetic split ends.

The features of **Regenerating Cream** are underlined in combinations with VB® Shampoos, with which create the Specific Treatments and with the other VB® Shampoos with which create the other combinations, are Technically and Scientifically suggested by the VB® Formulators.

USE

- Independently from the chosen Shampoo or Bathing Foam for hair washing, **Regenerating Cream** has to be applied always after the second hair washing, distributing it uniformly, before with a wide toothed comb and then with a fine-tooth comb for a good contact with all the hair.

- then, **without waiting exposure time**, proceed rinsing it off and then proceed to the desired hair style, both naturally and with brush and hairdryer.

VB® Regenerating Cream, is perfectly compatible even with all the other Products of VB® Range, included the Style & Finish Line, of which it further exalts the already sophisticated features.

REINTEGRATING MASK

200 ml



INDICATIONS

Reintegrating Mask, is one of the products of VB® Beauty Hair Line and is aimed to give complete beauty to the hair.

Moreover, is a valid Product which can integrate the VB® Hair Care Line Treatments, because in its formulation there are ingredients included in INCI – UE Codes, used even in pharmaceutical field as anti-irritant and anti-allergic.

For this reason, considering that the bigger part of Consumers uses the Products of VB® Hair Care Line, after they have tried many other products with the same aim but without any result, **we suggest to use Reintegrating Mask as excellent adjuvant during the use of VB® Hair Care Line Specific Treatments.**

In this case, is really important that **Reintegrating Mask**, Tested in University Seat for the Maximum Safety of Use (Repeated Insult Patch Test), is Certified as: **incapable of evoking irritative or allergic reactions.**

The strong conditioning features that it gives to the hair, are shown in original way in combination with Volume Shampoo® with which gives origin to VB® Volume Treatment and moreover its combination with all the VB® Range Shampoos makes the hair more shining and easy to style, giving a natural sense of volume and freedom with no comparison.

USE

- after have made the classical two hair washings with the desired Shampoo or Bathing Foam, apply **Reintegrating Mask** uniformly on hair, before with a wide toothed comb and then with a fine-tooth comb, for a good contact with all the hair and

- **wait 5/7 minutes exposure time.** Then, rinse off thoroughly and proceed directly to the desired hair drying both natural and with brush and hairdryer.

VB® Reintegrating Mask, is perfectly compatible even with all the other Products of VB® Range, included the Style & Finish Line, of which it further exalts the already sophisticated features.

DISCIPLINING CREAM

200 ml



INDICATIONS

Disciplining Cream, is an Innovative Formulation with many different functional features and between them are particularly important the ones emollient, softening and lubricants that, for its balanced formulation, allow to this cream to be an **after-shampoo product** with extraordinary efficacy in disentangling the hair and making them so easy to comb as no other product in this field can do.

These functional features, together with the ones emollient and substantivizing that **Disciplining Cream** gives to the surface of hair keratins, make particularly easy giving to the hair the desired directions during the hair drying phases. For this reason it has been named Disciplining Cream.

It is unique for its effectiveness on all types of hair, even on the most difficult to disentangle and line up, it makes them silky and bright, without greasing and weighing the hair down, fully satisfying both the Professional needs and the ones of particularly demanding private Users.

USE

- Independently from the chosen Shampoo or Bathing Foam for hair washing, **Disciplining Cream** has to be applied always after the second hair washing, distributing it uniformly, before with a wide toothed comb and then with a fine-tooth comb for a good contact with all the hair.

- then, **without waiting exposure times**, rinse it off and then proceed to the desired hair style, both naturally and with brush and hairdryer.

VB® Disciplining Cream does not need any special attention of use, because in any case it performs its functions on all types of hair and, moreover, is perfectly compatible with all the Products of VB® Range, included the Style & Finish Line, of which it further enhances the features.

***** For its **exceptional disentangling and softening features**, **Disciplining Cream** is **essential even when the hair are in contact with sea or pool water**, because it helps to give back the anatomical-functional integrity to the surface of hair keratins.

Collagen Multifunctional Restorers

BEAUTY HAIR LINE

KERATIN REFINE 5

Collagen Multifunctional Restorer
Restoring Protective compress pre-shampoo

ESO - DEFEND

Collagen Multifunctional Restorer
Restoring Protective spray for finishing

The VB® Laboratories, always careful to the **Maximum Safety** of the Original and Precious Formulations of VB® Products, for this two hair products, have used the best Hydrolyzed Collagen, because this type of collagen, at the opposite of the ones normally used in cosmetic field, is a polypeptides molecule obtained by hydrolysis that contains the skins amino acids in form of peptides.

This means that, as shown by the Clinical Dermatological experiences of safety data sheet, **this type of Collagen**, does not increase the formation of antigens.

So, **it does not cause allergic reactions to human skin.**

The **VB® Collagen Multifunctional Restorers**, are sophisticated formulations intended for the aesthetic hair care, both treating them before their washing and during finishing phases, creating a real synergy aimed to optimize the protection and beauty of keratin structures.

In compliance with the **VB® Manufacturing Philosophy relating primarily to the Maximum Safety**, both these products have passed in University Seat the strict Clinical Pharmacological Tests provided by the Repeated Insult Patch Test and this makes them perfectly compatible and synergic with all the other VB® Lines, both intended for hair care and hair beauty.

As is possible to understand from the following descriptions, the ductility of their use is particularly useful both for professionals and for private persons.

KERATIN REFINE 5 125 ml

Collagen Multifunctional Restorer

Restoring Protective compress pre-shampoo



**5 minutes to give back New
Vitality to your hair**

INDICATIONS

KERATIN REFINE 5, is the proper name of this products, because it **improves the aesthetic status of hair keratins** and, at the same time, **it helps to refine the hairstyle**. It is a **Collagen Multifunctional Restorer** which has to be used as **compress pre-shampoo**, because is aimed to the protection and to the physical restoring of hair keratins before the hair washing, makes the hair more full bodied and ready for the subsequent contact phases with the products that normally are used after shampoo to improve the hair ductility during the hairstyling phases.

Naturally, its features are particularly enhanced when the shampoos and other subsequent products belong to VB® Lines, because compatibles and synergic.

KERATIN REFINE 5 (improve and refine in 5 minutes), is the new name of Keratin Repair for which, the Professionals who technically cooperate with VB®, exactly for the strong aesthetic actions it performs on hair, even in most difficult cases, desired a name that could better represent its own properties.

In fact, this **Restoring Protective Compress pre-shampoo**, in few minutes of application is effective even on very damaged hair, on the ones became frizzy and dry to the touch, on the ones particularly resistant against restoring physical actions, giving them softness, shining and the look of a rediscovered sensation of integrity that is particularly evident enhancing the work made by the Professional, even strongly reducing the times for the hairstyle.

USE:

- **before washing the hair**, rinse them off carefully only with water to remove the dirty primary (residues, foreign things, etc.). Blot with a towel and line the hair up as better as possible with the help of a wide toothed comb;
- **apply KERATIN REFINE 5 homogeneously on hair** with the help of a wide toothed comb and then with a fine-tooth comb to make the full contact easier till the ends and particularly with possible split ends of the lengths;
- **wait at least 5 minutes of exposure time**;
- **rinse off carefully** and proceed to the hair washing with the VB® desired Shampoo;
- **apply the desired VB® after-shampoo Products**, according to the needs and the results you want to obtain, both with the Aesthetic and Curative Treatments and/or with the Single VB® Products, following the instruction of use, including the ones of the STYLE & FINISH LINE.

ESO-DEFEND 200 ml

Collagen Multifunctional Restorer

Restoring Protective Spray for Finishing



INDICATIONS

The strong trichological features of hydrolyzed collagen used for manufacturing the VB® Collagen Multifunctional Restorers (look at page 69), were inserted even in the formulation of VB® products for finishing, to satisfy the aesthetic needs of Professionals and privates relating to the Spray for the final modelling of hair.

For these reasons the **ESO-DEFEND Spray**, historical and deeply appreciated VB® Product, offers many functions of maximum utility in advanced trichology field.

In compliance with the VB® formulative concepts relating to the **Maximum Safety**, also this product has passed in University Seat the strictest Clinical Pharmacological tests provided by the Repeated Insult Patch Test and has been certified as **incapable of evoking irritative or allergic reactions**.

ESO-DEFEND Spray Collagen Multifunctional Restorer, gives to the hair several useful features and between them are particularly important the following 6 (ESO):

- 1 – makes easy and reduces the times for the hairstyling, both with brush and hairdryer and with curlers and helmet;
- 2 – protects hair from the high temperatures while using hairdryer, helmet, hair straightener and iron;
- 3 – maintains longer the hairstyle given to the hair even in high humidity conditions of air;
- 4 – increases, protects and maintains longer the shine and softness of hair;
- 5 – protects hair and scalp against the harmful effects of sea and pool water;
- 6 - protects hair and scalp against the air pollution.

USE:

shake well before use

- **on still wet hair:** independently from any VB® Treatment or single VB® Product used on hair (shampoos/conditioners/etc.), before proceeding to the desired hair drying, vaporize a right quantity of **ESO-DEFEND** from a distance of about 10-20 cm and distribute it uniformly on hair with the help of a wide toothed comb before and then with a fine-tooth comb to facilitate the contact. Then without waiting exposure times, dry your hair, modelling them in the desired way;

- **on dry hair:** vaporize a right quantity of **ESO-DEFEND** from a distance of about 10-20 cm and distribute it uniformly on hair with the help of a wide toothed comb before and then with a fine-tooth comb to facilitate the contact and then style your hair with hair straightener or iron to obtain the desired hairstyle;

- **to protect the hair against sea and pool water:** vaporize a right quantity of **ESO-DEFEND** from a distance of about 10-20 cm both on wet and dry hair.

EXPLANATIONS

The **VB® STYLE & FINISH LINE**, for its quality level is really different from any other line in the market with the same aim for uncountable reasons that can be explained in their Scientific Complexity only during our Bio Scientific Dermatic European Academy® Courses.

To show a classic example is important know that even the **First, Unique and Real Fixing Eco Hair Spray**, an Hair Spray formulation only with ingredients in ethyl alcohol pure solution, **has been created, designed and realized in VB® Research Laboratories**, especially to transform a simple hair spray in an **High-Class Product**, suitable to be part of the **Innovative Trichological Science** named **Bio-Scientific Dermatic®** created in VB®.

For a product with this formulation features, the overcoming of the Repeated Insult Patch Test does not have any historical Clinical-Pharmacological previous and, together with the original features that this Hair Spray can give to the hair, they show all the qualities of an Hair Spray suggested for any occasion and even for frequent use.

The same thing is valid also for Regular Volume Gel, first product in the world created in VB® Laboratories with this specific function, and so on for many other Products of VB® Range.

The Products of **VB® STYLE & FINISH LINE**, are aimed to solve, with Safety, the most different needs, both for completing and preserving of sophisticated and artistic hair style and for satisfying the daily need of the Consumers to have an accurate and tidy look in every public occasion.

In a complete different way compared with classic and boring advertising, VB® thinks that **the persons that judge the work of a Company are**, in any case, **Professionals and Consumers**, because they will always express the **Final Judgement** relating to the real results that a product can offer.

STYLE & FINISH LINE

REGULAR VOLUME GEL

TIDY HAIR

RESTORING GEL

STRONG HOLD GEL

HAIR STYLING PRIMER

KERATIN STYLE

SPRAY CONDITIONER

FIXING ECO HAIR SPRAY

STRONG FIXING ECO HAIR SPRAY

glare hair fluid complex
extra smooth brilliant spray extreme lasting

REGULAR VOLUME GEL

125 ml



INDICATIONS

Regular Volume Gel, has been formulated exactly to give to the hair a **long lasting modelling and Volume Effect** particularly appreciated, both by the Professionals even for the more difficult and creative Style & Finish actions and by the Consumers for the possibility to easily give the desired Volume effect to the hair.

Since it perfectly perform its action even on thin, flattened and damaged hair, it allows to all type of consumers to easily exploit in any occasion its **strong Volumizing features**, because it resists to humidity, is not oily and does not leave residues on hair.

USE

- **on medium length hair**, apply uniformly **Regular Volume Gel** on still wet hair, from the base till to all lengths and with the help of a comb proceed to hair drying with brush and hairdryer or with curlers to obtain a long lasting volume effect.
- **to obtain a smooth-voluminous effect**, apply **Regular Volume Gel** on hair base and on the lengths **Restoring Gel** for particularly thin hair or **Hair Styling Primer** for all types of hair and then proceed to hair drying with brush and hairdryer, modelling the hair as you prefer.
- **to obtain voluminous curly hair, defined and soft with diffuser**, apply **Regular Volume Gel** on hair base and **Tidy Hair** on all lengths.
- **to obtain more tight curly hair with diffuser**, apply **Regular Volume Gel** on hair base and **Keratin Style** on all lengths.

*** The complete technical-scientific exploitation of all the possible combinations of VB® Products, is learned by the Professionals in our **Bio-Scientific Dermatic European Academy®**.

TIDY HAIR

125 ml



INDICATIONS

Tidy Hair is an **High Quality Gel** and its technical name come from its feature to **preserve the hair perfectly tidy**.

The advanced formulative technology of this Product is aimed to the creation of a protective film on hair's surface that, thanks to its transparency and malleability allows an extreme easy modelling, sophisticated and refined.

Is suitable to model, finish and refine every type of hairstyle, both manually and with brush and hairdryer.

It allows to easy model even particularly difficult hair and resistant to hairstyling actions.

If applied on dry hair, it is a not too strong fixing gel and for this reason it allows to easy refine and enhance the hairstyle, without greasing, weighing the hair down or leaving unaesthetic residues.

Is really important that its sophisticated effect on hair can be renew, even after several hours from the application, simply modelling the hair with wet hands.

USE

- **on wet hair**, apply **Tidy Hair** uniformly on hair with the help of the comb and then proceed with the desired hair drying, both with brush and hairdryer and with curlers, both using the diffuser to obtain defined curly hair. Or modelling with the hands to have a natural effect.

- **on dry hair**, apply **Tidy Hair** and modelling the hair with the hands.

Use the hairdryer to make long lasting the hair modelling gave to the hair.

*** The complete technical-scientific exploitation of all the possible combinations of VB® Products, is learned by the Professionals in our **Bio-Scientific Dermatic European Academy®**.

RESTORING GEL

125 ml



INDICATIONS

The name **Restoring Gel** is due to the restoring action that this gel performs on the hair by the creation of an uniform and strong highly protective film on the cuticle that makes it particularly malleable and resistant.

It can be used both on still wet hair before starting the hairstyle and on dry hair to refine and enhance the hairstyle. In any case it guarantees a natural effect and allows to easily obtain every type of hairstyle, without greasing, weighing the hair down or leaving unaesthetic residues.

The specific features of **Restoring Gel**, are real and spectacular because **even after several hours after its application, just passing your wet hands on the hair you can renew the gel effect of this product.** This feature is due to its sophisticated formulation in which there are specific and targeted ingredients, aimed to perform film-forming and restoring actions on hair that protect them for a long time.

USE

Restoring Gel is extremely easy to use as summarized here below:

- **on wet hair**, apply uniformly **Restoring Gel** on the hair with the help of a comb and model them with brush and hairdryer, or with curlers, or with a diffuser on naturally with the hands.
- **on dry hair**, apply **Restoring Gel** and model the hair as desired with the hands

*** The complete technical-scientific exploitation of all the possible combinations of VB® Products, is learned by the Professionals in our **Bio-Scientific Dermatic European Academy®**.

STRONG HOLD GEL

200 ml



INDICATIONS

Strong Hold Gel has been especially formulated to allow, in Professional Use, the realization of trendy hairstyles even particularly difficult, sophisticated and extreme, which to be obtained need a strong and quick held of the modelling gave to the hair, both with the hairdryer's heat and with the hands.

These features of **Strong Hold Gel** make it ideal even for private use, because since it dries quickly and it is resistant to humidity, it allows to long maintain the style gave to the hair even with the hands.

Moreover, even if it has a very strong held, it does not leave residues and, since it has passed the Repeated Insult Patch Test for the maximum safety, it can be used frequently, even by kids.

USE

- **on wet hair**, apply **Strong Hold Gel** like a classic modelling gel, distributing it on hair uniformly and, without waiting exposure times, proceed with the desired hairstyle.

Add a bigger quantity of product, even only in the zones where you desire to realize a different and stronger hairstyle.

- **on dry hair**, apply **Strong Hold Gel** and model the hair with the hands to obtain the desired hairstyle.

Apply a bigger quantity of product for a stronger result.

*** **Strong Hold Gel** is easy to remove simply washing the hair with any Shampoo or Bathing Foam of VB® Range.

*** The complete technical-scientific exploitation of all the possible combinations of VB® Products, is learned by the Professionals in our **Bio-Scientific Dermatic European Academy®**.

HAIR STYLING PRIMER

30 ml



INDICATIONS

Hair Styling Primer, is a particularly important Product of **STYLE & FINISH LINE**, both for its quick and practical use and even, obviously, for the results it allows to obtain both for Professional and Private use.

It gives a special and evident silkiness and malleability to all types of hair and, when it is applied on still wet hair. It makes easier the pass of the comb, allowing to obtain every type of hairstyle.

The use of **Hair Styling Primer**, hinders to the hair to become rough and frizzy and, at the same time, it grants the held of the hairstyle even in high humidity air conditions.

What above mentioned makes it particularly useful, because even when it is applied on dry hair, it is able to define and enhance the hairstyle, giving a natural touch, together with brightness, even to the most damaged and stressed hair.

The daily use of **Hair Styling Primer** allows to maintain in perfect condition your hairstyle and, even a small quantity of product, is enough to successfully prevent the formation of the unaesthetic split ends.

USE

- **on still wet hair**, apply a right quantity of **Hair Styling Primer** on the hands and distribute it uniformly on hair. Then, with the help of a comb complete the contact between the product and the hair.

Without waiting exposure times, proceed to the desired hair drying.

- **on dry hair**, apply a small quantity of Hair Styling Primer, to define or preserve the desired hairstyle, both with the hands and with brush and hairdryer.

*** The complete technical-scientific exploitation of all the possible combinations of VB® Products, is learned by the Professionals in our **Bio-Scientific Dermatic European Academy®**.

KERATIN STYLE

125 ml



Keratin Style, as from the ingredients list (%) of its formulation shown in its boxes (INCI UE Ingredients), is a product mainly composed by a fine Hydrolized Collagen that, as described in the safety data sheet, does not evoke allergic reactions to human skin. Moreover this ingredient has been chosen by VB® Research Laboratories because, its main feature is that it is able to be absorbed by the hair as much as they need to be restored.

What above mentioned is especially for Professionals that, since they know very well this themes, will really appreciate the high quality that VB® gave to **Keratin Style**.

INDICATIONS

Keratin Style, creates a thin protection film on the hair's surface which grants the held of the hairstyle and avoids split ends. Its features have a very high ductility of application so it can be used on all types of hair, even particularly damaged, exalting the **trichological-aesthetic substantivity** it gives to the hair, making them elastic and bright.

Keratin Style, depending from its use, allows to satisfy the most different needs, as for example:

- it is an excellent styling product, modelling the hair with brush and hairdryer, to obtain both a smooth, soft and wavy hairstyle;
- drying the hair with diffuser or curlers, it allows to obtain a perfect and long lasting definition of curls, avoiding the classic formation of residues typical of hair foams;
- if applied as finish products on dry hair to refine the hairstyle, is excellent for a gel effect.

USE

(shake well before use)

- **on wet hair**, distribute **Keratin Style** uniformly and proceed to the desired hair drying both with brush and hairdryer and with curlers, both with diffuser or naturally.
- **on dry hair**, apply **Keratin Style** as a classic gel to finish the hairstyle.

*** The complete technical-scientific exploitation of all the possible combinations of VB® Products, is learned by the Professionals in our **Bio-Scientific Dermatic European Academy®**.

SPRAY CONDITIONER

200 ml
(no rinse)



INDICATIONS

Spray Conditioner, is an hair **Conditioner, Detangling - Restorer** that **does not need to be rinsed off** (look at reasons and explanation of the new definition of "conditioner", page 64).

The main features of the formulation of this Product, are shown in this actions on still wet hair:

- **hair detangling action**, even hair normally and particularly refractories;
- **hair restoring action**, quick and easy;
- **hair alignment action**, to make the hair cut exact and careful;
- **hair wetting and soften action**, to make easier the hair modelling;
- **it gives to the hair softness and silkiness that makes them light and free**, in a pleasant and appreciable manner.

USE

After the hair washing with the desired VB® Shampoo or Bathing Foam and after the possible application of another VB® Product that needs to be rinsed off, apply **VB® Spray Conditioner** uniformly on still wet hair, before with the help of a wide toothed comb and then with a fine-tooth comb to make easier the contact of the product and accordingly make easier the hair detangling.

When this operation is correctly completed, you will see the hair perfectly conditioned and ready to be styled as you prefer.

The perfect compatibility of **VB® Spray Conditioner** with all the VB® RANGE Treatments / Products, **will allow to Professionals and Consumers to safely proceed** with the potential subsequent use of the other desired VB® Products, to obtain the final desired result.

***** The complete technical-scientific exploitation of all the possible combinations of VB® Products, is learned by the Professionals in our Bio-Scientific Dermatic European Academy®.**

FIXING ECO HAIR SPRAY

200 ml



The common term **ecological hair spray**, can be given to a spray product simply because it does not contain CFC (chlorofluorocarbons), because their use is forbidden due to the atmosphere ozone hole.

For this reason, the common ecological hair sprays, in any case can be formulated even with the addition of one or more of the following ingredients:

- **isopropyl alcohol/isopropanol/1-propanol/2-propanol**, highly toxic for eyes, poisonous and can cause respiratory disorders;
- **tert-butyl alcohol/t-butyl/TBA**, harmful by inhalation and irritative for eyes and respiratory system;
- **methylene chloride/dicloromethane/DCM**, already in 1998 was declared by European Commission as R 40, can cause harmful irreversible effects to human health.

At the opposite, according to the **Formulative Criteria of VB® Philosophy**, the term **Ecological Hair Spray**, has to be considered under a global qualitative sense, more wide and that can be used only for an Hair Spray, not only free of CFC, but even free of the above mentioned harmful ingredients, both for environment and human health safety. **VB® Fixing Eco Hair Spray**, is an original and very high quality formulation, realized only with very pure ethyl alcohol and since it has passed the Repeated Insult Patch Test in University Seat, it is able to protect, both the environment and the health of Professionals and Consumers which use it and, for this reason, is clear that the **First Real and Unique Ecological Hair Spray** in the market, **has been realized by VB®**.

INDICATIONS

VB® Fixing Eco Hair Spray does not glue or stick your hair in unaesthetic way, otherwise it is able to fix your hairstyle in elegant way, as must do an **High Class Product**, really practical and easy to use.

Being perfectly in contact with the hair, it allows to perform finishing actions, modelling the hair with brush and hairdryer or with curlers and hairdresser helmet or even simply with the hands and the hairdryer.

VB® Fixing Eco Hair Spray, gives to the hair a **special held of the hairstyle** which allows to pass the comb even after many hours from its application. For this reason is useful and practical for every occasion, even applying it on dry hair and modelling them only with the hands.

USE

Spray on hair from a distance of 10-20 cm

STRONG FIXING ECO HAIR SPRAY

200 ml



INDICATIONS

VB® Strong Fixing Eco Hair Spray, is realized perfectly in compliance with the Formulative Criteria of VB® Philosophy, exactly as previously described for VB® Fixing Eco Hair Spray: **protection of environment and of the health of Professionals and Consumers which use it.**

The **Strong Hold Effect** of this Hair Spray, is not based on an increasing of the quantity of agents that realize the film-forming action, but on their synergic balance, able to offer a strong fixing action, without weighing the hair down and, at the same time, avoiding the anti aesthetic effect of sticking hair that normally is a feature of the common low quality hair sprays.

The main features of **VB® Strong Fixing Eco Hair Spray**, are summarized here below:

- **easy modelling and long lasting hairstyle;**
- **gives elasticity, malleability and shine to the hair;**
- **is not sensitive to humidity and the Strong Effect lasts for many hours;**
- **gives a sensation of freedom to the hair**, compatible with the Strong Effect;
- **does not leave residues and it is easy to remove simply washing the hair with the desired VB® Shampoo or Bathing Foam;**
- **since it has passed the Repeated Insult Patch Test**, is a excellent addition to Style & Finish actions, even while you are using VB® Hair Care Line Treatments/Products and for this reason it is really different from the other common products in the market that, as for what above explained (look at VB® Fixing Eco Hair Spray), can not be considered in compliance with the important scientific indications aimed to hair and scalp care.

USE

Spray on hair from a distance of 10-20 cm to obtain the desired effect, according your own needs.

glare hair fluid complex

50 ml

extra smooth brilliant spray extreme lasting



INDICATIONS

The VB® research succeeded today to realize a formulation, characterized by an extraordinary smoothing action on hair, named "**glare**" **extra smooth brilliant spray extreme lasting** that, not only is perfectly **combinable with Easy Straight Shampoo**, but even compatible and synergic with the whole range of VB® Products, allowing to Professionals and privates a possibility of use able to fully satisfy the most different needs.

glare, without greasing or weighing the hair down, gives them many extraordinary **High Quality Aesthetic** features that can be summarized as below:

- **instant disentangling power even on most difficult hair;**
- **it reduces the times and makes easier the hairstyle for a perfect smooth effect;**
- **it reduces the unaesthetic split ends.**

Moreover, the **Extraordinary Beauty Extremely Long Lasting** is evident because it gives to the hair:

- **Extra smooth**
- **Extra light reflections**
- **Extra brilliant**
- **Extra silkiness**
- **Extra softness**
- **Extra anti-frizzy action**

USE:

(shake well before use)

- to obtain a strong and long-lasting **Smooth Effect on all types of hair**, combine **Easy Straight Shampoo** with **Disciplining Cream** and **glare extra smooth brilliant spray** in the following way:

- wash the hair with **Easy Straight Shampoo**, making the two classic hair washings, paying attention to perfectly clean them. Then lightly blot the excess of water with a towel;

- Apply homogeneously **Disciplining Cream** with the help of a wide toothed comb before and then with fine-tooth comb, till the hair will be perfectly disentangled and lined up;

- spray few quantity of **glare extra smooth brilliant spray**, from the base to the ends of the hair with the help of a wide toothed comb before and then with fine-tooth comb, paying attention to put the product in contact with the hair homogeneously;

- proceed to the hair drying with brush and hairdryer. You could see how, in a very short time, the hair will immediately and orderly follow the directions that you give them;

- or, since the hair are now perfectly substantivized and protected by an exceptional and multifunctional protection film, you can proceed using the hair straightener.

In any case, the final result will be underlined obtaining the effect of smooth, silky and brilliant hair able to maintain the hairstyle for a long time.

otherwise, use glare extra smooth brilliant spray, as follows:

- **before the hairstyle**, after have made the hair washing with the desired VB® Shampoo and after have used eventual other VB® Products after-shampoo, spray a small quantity of **glare** on the lengths and on the ends and distribute **glare** homogeneously with the help of a wide toothed comb before and then with fine-tooth comb to put it perfectly in contact with the hair.

Without waiting exposure times, proceed to the hair drying with brush and hairdryer to obtain the **best smooth brilliant effect**;

- **on dry hair**, spray a small quantity of **glare** according to the length of the hair and comb them to refresh the obtained hairstyle and exalt the brilliance of the hair.

***** The complete technical-scientific exploitation of all the possible combinations of VB® Products, is learned by the Professionals in our Bio-Scientific Dermatic European Academy®.**

FACE CARE LINE

Wrinkle of Skin Face

(wrinkles, dehydration, loss of skin tone and firmness)

ANTI-WRINKLE TREATMENT

Skin Face Seborrhea

(skin greasiness and dehydration)

SEBO-REDUCING TREATMENT

EXPLANATIONS

The **Bio-Scientific Dermatic®**, VB® Ministerial Patent relating to Cosmetic and Pharmaceutical Products, Formulative Science of VB® Products, is based on the following **Principle of Aesthetic Function**:

**the Aesthetic Function of a Product,
can not be considered only as result of outward appearance,
usually false, artificial and unreal.**

**In Modern Cosmetology,
the Aesthetic Function finds its basic requirement
in more Valid and Concrete Elements.**

**In fact, for this Innovative Concept,
the excellent functional status of hair and skin,
is already itself warranty of beauty and aestheticity.**

We think that for a person **the excellent functional status of skin face and consequently its beauty** is particularly important and so we decided to present the **VB® FACE CARE LINE**, simply mentioning the **VB® Principle of Formulative Chemistry and Aesthetic Function of the Products**.

Wrinkle of Skin Face

(dehydration and subsequent loss of skin tone and firmness)

VB® ANTI-WRINKLE TREATMENT

(VB® Anti Wrinkle Cream 50 ml + VB® Face Cleanser 200 ml)

For the continuation of **VB® Anti-Wrinkle Treatment** are also singly available:

- **VB® Anti-Wrinkle Cream** 50 ml;
- **VB® Face Cleanser** 200 ml.



VB® ANTI-WRINKLE TREATMENT

Assessment of Clinical Effectiveness
in the **hydration and restoring of face skin tone and firmness**
performed by the
UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

*** Abstract**

Upon proposal of Villa Borghini® Industry, has been performed by our University Clinic an experimentation aimed to assess the trend of skin hydration, applying a cream formulated with this goal by Villa Borghini® Industry and a specific product for face cleansing (Face Cleanser), realized by Villa Borghini® Industry to complete the Anti-Wrinkle Treatment.

MATERIALS AND METHODS

This survey has been performed on the Product named **VB® Anti-Wrinkle Cream**, provided in 50 ml jars.

The Product looks like a white cream, with pearly appearance and odorless. Applied on face, the cream is easy to distribute and massage, leaving in a few seconds a surface smooth to the touch.

The object of this survey were persons of both sexes of age between 18 and 53 years old.

Each subject, after has cleaned face with **VB® Face Cleanser**, has applied the needed quantity of **VB® Anti-Wrinkle Cream** in the morning and in the evening distributing it on the face and lightly massaging.

This application has been repeated in the same way for 30 consequent days.

The skin hydration has been assessed before the beginning of Treatment (basal time) and at the end of the proof (after thirty days), using the **Corneometer Device** (Courage Kazaka).

The obtained data were assessed with the “T” Student Test with compared data.

Moreover, has been performed the **Clinical Exam using the Stereomicroscopy**, both as soon as the subjects were chosen and at the end of the Treatment after 30 days.

Final Clinical Opinion

UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

* Abstract

All the subjects told they liked the Product and that they felt a nice feeling of freshness after its application.

The **corneometric values** have shown an **important increase of skin hydration** after the use of **VB® Anti-Wrinkle Treatment**.

In fact, the skin hydration average values, are changed from a starting value of 61,75 to a final value of 72,20 showing an **Highly important increase of 10,45 Corneometric Unities of Face Skin Hydration**.

The Clinical Exam performed by Stereomicroscopy has further confirmed the Anti-Wrinkle Effect of the analyzed VB® Treatment.

Clinical Assessment of Safety
according to the Strict Clinical-Pharmacological Protocols
provided by the Repeated Insult Patch Test
of the two products that make up the
VB® ANTI-WRINKLE TREATMENT
(VB® Anti Wrinkle Cream and VB® Face Cleanser)
performed by the
UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

* Abstract

VB® Anti-Wrinkle Cream

Is certified that the product analyzed by this survey
is **incapable of evoking irritative or allergic reactions**
detectable using the Repeated Insult Patch Test

VB® Face Cleanser

(combined with VB® Anti-Wrinkle Cream)
Is certified that the product analyzed by this survey
is **incapable of evoking irritative or allergic reactions**
detectable using the Repeated Insult Patch Test

VB® Anti-Wrinkle Treatment, as specified in Clinical Certifications, has shown **Moisturizing Effectiveness** on subjects of both sexes of age between **18 and 53 years old**.

So, besides being suggested for women, its use has to be considered suitable also for men.

We suggest to use it even after shaving.

VB® ANTI-WRINKLE TREATMENT

Classic Application Diagram both for man and woman

in the morning and in the evening:

1 – wet carefully the face with warm water;

2 – Clean the face with VB® Face Cleanser, because a correct cleaning of face, made with this product that has passed the above mentioned Strict Clinical Tests, besides offer Safety, is necessary to allow to **VB® Anti-Wrinkle Cream** to show in the best way its **Moisturizing Effectiveness**.

For this reason, **is not recommended to use common detergents perfumed and colored and, in any case, products not tested in University Seat;**

3 – rinse off with warm water and dry gently;

4 - apply VB® Anti-Wrinkle Cream in sufficient quantity to distribute it on face, massaging till completely absorb it.

Repeat it for at least 30 days

At the end of this 30 days, that is the time necessary to obtain the results shown in University Seat, **VB® Anti-Wrinkle Treatment** can be used as desired, both many times per day and also for long periods but, **not in combination with other anti-wrinkle products**, because obviously every product has its own effects.

Besides what above mentioned, for man is suggested:

- **before shaving**, wash your face with **VB® Face Cleanser** as above mentioned (Emollient Effect) and rinse off without dry:

- apply shaving foam / other, to proceed with shaving;

- rinse off with warm water and dry gently;

- apply **VB® Anti-Wrinkle Cream** as above mentioned.

VB® Anti-Wrinkle Cream does not grease your skin and can be applied even many times per day without cleaning face, but **not upon make up products**.

Skin Face Seborrhea
(skin greasiness and dehydration)

VB® SEBO-REDUCING TREATMENT (VB® Sebo-Reducing Cream 50 ml + VB® Face Cleanser 200 ml)

For the continuation of **VB® Sebo-Reducing Treatment** are also singly available:

- **VB® Sebo-Reducing Cream** 50 ml;
- **VB® Face Cleanser** 200 ml.



VB® SEBO-REDUCING TREATMENT

(VB® Sebo-Reducing Cream 50 ml + VB® Face Cleanser 200 ml)

Assessment of Clinical Effectiveness
in decreasing of Face Skin Seborrhea
on subjects of both sexes of age between 18 and 45 years old,
assessed by Instrumental Sebometric Values
performed by the
UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

*** Abstract**

Seborrhea is normally defined as the excessive production of sebum due to the changes of the mechanisms that govern the activity of the sebaceous glands.

The factors responsible for these changes are not still fully understood.

The plasma level of androgen hormones is often within normal values in subjects suffered by seborrhea.

This seeming contrast between clinical condition and behavior of androgen hormones, introduces the disendocrinia concept, based not only on the modified hormones production, but also on their modified used.

Seborrhea is surely one of the troubles most frequent and difficult to treat. In fact there are many different cosmetic products used in the treatment of this unpleasant and bothersome skin problem, but with poor results clinically assessable.

For this reason we considered surely interesting to clinically assess with instrumental data the effectiveness of a cosmetic treatment used on subjects suffered by face skin seborrhea.

For this aim **Villa Borghini®** Industry gave us a **Sebo-Reducing Treatment**, made up by a **Face Cleanser** and by a **Sebo-Reducing Cream**, that the **Villa Borghini® Research Laboratories** technically named **Sebo-Reducing Cream I/1** which has been clinically analyzed by this University.

Before starting the Clinical Experimentation, the product object of this survey has been previously tested by an Epicutaneous Test, for the assessment of a potential irritative power, on subjects of both sexes of age between 18 and 45 years old.

The product has been applied on Van Der Bend rooms and maintained in contact with the skin of the back of the subjects.

The reading of the test has been made after 1 hour, after 24 hours and after 5 days with the following result: **no one of the analyzed subjects has shown skin reactions, erythema, blisters or any other type of irritative reactions.**

Moreover, **no one of the subjects has had symptoms like itching or redness.**

METHOD

To all the people attending to this Clinical Study, has been explained the way of use of VB® Sebo-Reducing Treatment which has been applied one time per day, before they gently cleaned the face with VB® Face Cleanser, then carefully rinsed off and dried.

Then, they applied the VB® Sebo-Reducing Cream, in sufficient quantity to distribute it on face, massaging till completely absorb it.

Obviously, during the whole period of VB® Sebo-Reducing Treatment use, no one of the subject has used other different products and/or treatments.

The survey has been performed making a beginning Clinical Visit, including also the instrumental measuring of sebometric values using the Courage Kazaka device, to assess the data at basal time.

The subsequent checks, have been performed with Clinical Visit and instrumental evaluation of sebometric values, after 7 and after 15 days and every time, to be sure about the sebometric values, on each subject have been performed three instrumental measures.

The obtained values have been statistically analyzed with the “T” Student Test with compared data, comparing the various changes between the made checks.

All the subjects completed the Clinical Trial

Final Clinical Opinion

Before the Treatment, all the subjects that took part to this Trial have been assessed as suffered by face skin Seborrhea.

In fact, **at basal time** have been registered **sebometric values with peaks till 248,00**.

During the use of the Treatment, the sebometric results have shown a steady decrease.

At the **end of the Treatment, the average sebometric values are decreased to 146,50**. These results have shown a steady decrease of the quantity of face skin sebum.

The Clinical Survey has confirmed the sebo-reducing action of VB® Sebo-Reducing Treatment.

We also would like to underline again the **respect of skin hydration**, the **absence of irritative reactions** and the **complete absence of diffused redness, of skin drying and desquamation**.

In conclusion, VB® Sebo-Reducing Treatment has shown its Clinical Effectiveness and that is really well tolerated by all the patients suffered by face seborrhea.

**UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi**

Important Information of VB® Experts

About the skin of subjects suffered by Seborrheic Dermatitis:

1 – if the skin of the subject suffered by Seborrheic Dermatitis was washed with common detergents, particularly if aggressive, colored and perfumed, can have reactions that make even more strong the pathologic status of seborrhea (rebound effect of sebaceous glands) and frequently are also more evident: redness, desquamation, erythema and itching.

Moreover, the skin of the subjects suffered by seborrhea has not to be washed with too hot water, because this can cause the creation of skin spots more or less reddened both localized and diffused.

2 – under normal condition the skin surface is covered by a physiological hydro-lipid film (integument), aimed to protect the skin from xenobiotic substances and from the overgrowth of pathogenic microbial colonies: skin self-defense power.

The functionality of this skin hydro-lipid film is strictly connected with the percent and qualitative relationship between the hydro part and the lipid part.

The lipid part is mainly composed by the sebum that comes from sebaceous glands and its functionality is strictly connected with the quantity and quality of sebum.

In seborrheic subjects the normal percent and qualitative relationship between the hydro part and the lipid part of the hydro-lipid film is already pathologically compromised and this means an important decrease of the skin self defense powers with subsequent increase of bacteria proliferation.

Is important consider that, in the body zones where the hair are smaller, as for example **face skin**, the sebaceous glands are bigger and, consequently, **seborrhea pathological status are more evident**.

3 – A detergent is qualified as more or less aggressive, according to its greater or lesser power to remove the lipid part of the hydro-lipid film.

In fact, as much as a detergent strongly remove the lipid part of the hydro-lipid film, as much the sebaceous glands, for a reaction mechanism, start to produce even more sebum and for this reason the skin seborrheic status worsens every time. In Dermatology this effect is called “Rebound Effect of sebaceous glands”.

For this reason, the **use of aggressive detergent** is not suggested for normal skins, **and even prohibitive for seborrheic skins**.

4 – The strictest Skin Clinical Pharmacological Test establishes when and how a product is able to evoke irritative or allergic reactions and consequently establishes its greater or lesser safety for skin, is named “**Repeated Insult Patch Test**”.

A product and especially a detergent for hair and scalp or for skin and face skin, able to overcome this Clinical Test, is indeed defined as: **INCAPABLE OF EVOKING IRRITATIVE OR ALLERGIC REACTIONS (look at the University Certifications of Maximum Safety of the VB® Products)**.

NB: The Specialist Dermatologist, since he perfectly knows all the biochemistry mechanisms of skin surface, of skin and of skin appendages, he is the **Maximum expert of this matters** and represents the most suitable Professional to obtain more information and advices on what above mentioned and on how **a skin curative treatment starts with a suitable and safe cleaning**, both for people who suffered by various pathologies and for the other people that for prevention, want to preserve the skin in the best condition of hygiene and aestheticity.

VB® SEBO-REDUCING TREATMENT

Classic Application Diagram both for man and woman

one time per day, better in the evening:

-wet well the face with lukewarm water, almost cold;

- clean face, **using only VB® Face Cleanser** (look at Specific and Strict Clinical-Pharmacological Tests for Maximum Safety performed in University Seat overcome by this product, already described in VB® Anti-Wrinkle Treatment and in the details of the Product).

**DON'T USE OTHER DETERGENTS IF NOT TESTED AS WELL
AND ESPECIALLY IF REALIZED WITH COLORS OR PERFUMES;**

- rinse off with lukewarm water, almost cold and dry gently;

- apply **VB® Sebo-Reducing Cream**, in necessary quantity for a correct and uniform distribution all over the face, gently massaging with a circular motion till completely absorb it (avoid contact with the eyes, because this is a cream effective against face seborrhea and it is not an eyewash);

**repeat it for at least 30 days,
because the Clinical Tests performed in University Seat,
have shown the Clinical Effectiveness of this Treatment
using it for 30 days on patients suffered by face seborrhea**

After have used this Treatment for at least 30 days as above mentioned, to increase the obtained results, we suggest to use frequently VB® Sebo-Reducing Treatment.

VB® Hair and Body Bathing Foam, VB® Shampoos, and the other VB® Products (look at the detailed instruction of use and University Certifications for Maximum Safety and Clinical Effectiveness), are **excellent and compatible Products** which can be used as you prefer, according to curative and aesthetic results you want to obtain.

BODY LINE

HAIR AND BODY BATHING FOAM

BABY SHAMPOO BATHING FOAM

BODY CREAM

EXPLANATION

BODY LINE VB®, has had its beginning with an **Innovative Multifunctional Product** that can be used both as shampoo and as bathing foam, named **HAIR AND BODY BATHING FOAM** and, for both this uses, it is able to offer to hair and skin keratin structures: substantivity and hydration, immediately appreciated by the Professionals and the Consumers for its results.

This Product, realized in VB® Laboratories and **first worldwide with those features, at the beginning has been named Bathing Foam for Entire Shower** and its exceptional malleability has been shown in University Seat, because used together with Anti-Dandruff Solution it create an Anti-Dandruff Treatment even today without comparison, both for Safety and for Clinical Effectiveness (look at Anti-Dandruff Treatment from page 30 to 39).

Obviously, the possible combinations of the Shampoos of all the VB® Lines with VB® Anti-Dandruff Solution, offer not less important results.

Today the name of this Bathing Foam for Entire Shower is more explicit and it has been named **HAIR AND BODY BATHING FOAM**.

In **BODY LINE**, then has been realized also a **Super Sensitive Formulation for sensitive skins** and to better show to the Consumer its features of softness and skin tolerability, the Product has been named **BABY SHAMPOO BATHING FOAM**.

Normally, the use even frequent of this two VB® Bathing Foams for hair and body does not need the subsequent use of moisturizing creams.

In any case, for the most demanding Customers, VB® Research Laboratories have realized a **BODY CREAM** that, both after a shower and even during the day, is able to give to skin a **very pleasant sensation of hydration, elasticity and velvety softness**.

All the **Shampoos** and **Bathing Foams** (when are used also for hair washing), have to be used as described at **page 10**, making always the two classic hair washings.

Then, only after have correctly made the two classic hair washings, apply the other Products provided by the Treatments or suggested in the combinations with the Shampoos and Bathing Foams, as described in this GUIDE, or as suggested by the Professionals that use VB® Products.

THE ONLY EXCEPTION is the **Anti-Dandruff Treatment**, because the **Anti-Dandruff Mono-Dose** have to be always applied between the first and the second hair washing, as above described at **page 37**.

The correct use of VB® Products is strictly connected with the Results described in the University Clinical Certifications relating to the specific Treatments and to the ones shown by the VB® Specialists that wrote this GUIDE.

HAIR AND BODY BATHING FOAM

200 ml



VB® HAIR AND BODY BATHING FOAM is perfectly suitable for satisfying the aesthetic needs of hair and skin because:

- the skin surface is structurally composed by keratin compounds, physiologically protected by an organic film named **epicutaneous hydrolipid protection film**;
- the hair surface is structurally composed by keratin compounds, physiologically protected by an organic film named **epicuticular hydrolipid protection film**.

The common aggressive detergents, due to they strongly remove the skin and hair protection films, expose the keratin compounds to specific changes, as for example, skin irritation, hair destructuring, etc.

A **reliable Product, aimed for the safe and correct cleaning of hair and body**, especially for frequent use, first of all has to overcome the Repeated Insult Patch Test and then, has to give to keratin structure the necessary substantivity **to make the skin silky and the hair well protected**, able to easily face the embellishment and styling physical actions.

VB® HAIR AND BODY BATHING FOAM, is perfectly in compliance with hair and skin needs even for a practical and frequent use. Moreover, since it is **perfectly compatible with all the VB® RANGE Products**, it is particularly appreciated for the satisfaction of the most various needs of Modern Users, **using it for frequent use, both as shampoo and as bathing foam**.

* The complete technical-scientific exploitation of all the possible combinations of VB® Products, is learned by the Professionals in our **Bio-Scientific Dermatic European Academy®**.

BABY SHAMPOO BATHING FOAM

200 ml



BABY SHAMPOO BATHING FOAM, besides to be suitable for kids is also suitable for all the people that, **having a very sensitive skin don't tolerate anymore to entrust their hair, scalp, body and intimate care cleaning needs to low quality products**, especially for frequent use.

Today more than ever, even due to environmental factors, to maintain a correct hygiene and avoid the permanence of toxic substances (acid rain, air pollution, etc.) there is the need of frequent hair and body washings with **absolutely safe and reliable products**.

Is well known that particularly for baby's skin and its appendages (hair, eyelashes, eyebrows and nails), since they are still in functional growth phase, they need to be protected and hygienized, because the use of not suitable products could create complications that need the help of Dermatologist and consequently the use of suitable and specific drugs.

BABY SHAMPOO BATHING FOAM obviously does not want to replace the drugs aimed to care a pathology already in act, but it has an even more difficult goal, named **PREVENTION**, today considered in medical field as the **FIRST THERAPY**.

So, since it is formulated without potential irritative or allergic ingredients like colors and perfumes and since it has overcome in University seat the most Important Safety Test for skin (Repeated Insult Patch Test), we suggest it also for frequent use on babies, adults with sensitive skin and for everybody that, in any case, consider **hygiene and cleaning mainly important** for the best hair and body protection.

*** The complete technical-scientific exploitation of all the possible combinations of VB® Products, is learned by the Professionals in our Bio-Scientific Dermatic European Academy®.**

BODY CREAM

200 ml



The very difficult bio-chemistry processes that occur under normal conditions on human body surface, included on scalp, are able to satisfy the physiological skin defense and, for this reason, are defined **Skin Self-Defense Powers**.

But the modern age is characterized by uncountable factors against the physiological skin function, both exogenous (air pollution, not suitable cosmetic products, etc.) and endogenous (wrong feeding, overuse of drugs, etc.) that weakening or even cancelling these self-defense powers, facilitate negative complications even really hard to cure.

For this reason, since **Prevention** is considered the **First Therapy** and since we can not protect our skin from all what above mentioned, today more than ever is necessary at least avoid to make it in contact with toxic products or substances (**look at page 99 the end of this PROFESSIONAL GUIDE**).

USE

So, **VB® BODY CREAM** has the aim to help body skin, with a **Great Multifunctional Help**, both after cleaning and in any other moment you need, giving to the skin a smooth and silky look, that you can immediately appreciate since the first use.

Since it absorbs quickly with a mild and simple rotary massage and since it does not grease the skin, **VB® BODY CREAM** is suitable even like night cream.

In any case, its features give their best results when VB® Body Cream is combined with the VB® RANGE Bathing Foams or even after the face cleaning with VB® Face Cleanser, if you don't need to use VB® Anti-Wrinkle Cream.

**Further Volumetries of VB® Products
reserved only to Professional Hairdressers**

BEAUTY HAIR LINE

ml

Restoring Shampoo	1.000
Styling Shampoo	1.000
Dry Hair Shampoo	1.000
Volume Shampoo®	1.000
Easy Straight Shampoo	1.000
Normal Hair Shampoo	1.000
Color Protector Shampoo	1.000
Regenerating Cream	1.000
Reintegrating Mask	1.000
Disciplining Cream	1.000
Color Protector Cream	1.000

HAIR CARE LINE

Greasy Hair Shampoo	1.000
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STYLE & FINISH LINE

Glare - extra smooth brilliant spray	200
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* together with the 1.000 ml Shampoos are also provided personalized dosers of 250 ml, with the specific name of each VB® Product.

Further Explanation of VB® Products Manufacturing by University Safety information about Cosmetic Products

University of Siena – Pharmacological Science Institute – Teaching of Cosmetic Products Chemistry, Pharmacy school. From University Study Book, published by Tipografia Senese:

- the detergent / soap, is a chemically active means able to transform the color or perfume added to the detergent, in chemical allergenic substances;
- perfumes and colors have to be considered the main causes of intolerance to detergents / soaps because they are irritant and allergenic;
- the toxicity of detergents / soaps is attributable to the bad quality of the ingredients, to the irritant oils, to the fatty acids, to the perfumes etc. because the detergents / soaps realized with this ingredients perform a direct damaging action on skin.

This damages can be classified as following: 1) primary damaging action of irritative origin; 2) secondary allergic activity.

In fact, often the damages caused by these detergents / soaps disappear using an higher quality product, without colors and perfumes.

University of Milan – Specialization in Cosmetic Science and Technology – Dermatologic Cosmetic, January - March 1995, Page 16:

- "Current studies that are performed on non-ionic structure of detergents as, for example, alkyl polyglucosides, rather than offset the negative effects with some other substances with anti-irritative action. Then follows, careful cleaning, innovation and development.

* With strong foresight advance on what above mentioned, already in 1980 (fifteen years before), the VB® Research, started to perform the studies on alkyl polyglucosides structures and moreover, using them as base, VB® Research had already realized tens of thousand formulations from which took origins the first VB® Shampoos and Bathing Foams that have brought till the new products this First, Real, Original and Highly Qualitative Formulative Chemistry of Cosmetic Products aimed for the hair, scalp and body cleaning.

This VB® Manufacturing Concept was so advanced that in 1995, advancing the times, VB® Treatments and Products overcame the Repeated Insult Patch Test from over ten years and moreover, they already started in University Seat, first in their field, the Clinical Effectiveness Assessments with exact Scientific-Instrumental data before/after their use and the importance of the Certifications obtained shows definitely **the Value and the Social Utility of the VB® brand Products.**

For what above mentioned and explained in this **PROFESSIONAL GUIDE**, we hope that you can better understand why the **International University Commission**, already in 1994 has gave to VB® the **International Prize Science Theme Medicine.**

T E D A

Trichological Equipment Diagnosis Analyzer

**Computerized Electronic Equipment
with Very High Technological Content**

**For Professionals of the Fields
Medical - Pharmaceutical - Cosmetic**



Detection of Scientific Instrumental Data to

INFORM, PROPOSE and DEMONSTRATE

**independently and directly to Patients / Clients
the Clinical Effectiveness of the Prescribed Treatments**

Original VB®

TEDA (Trichological **E**quipment **D**iagnosis **A**nalyzer), is the original computerized electronic jewel, designed and realized by **VB® Technicians**, already creators of the **SPD** Electronic Equipment (**S**kin **P**hototype **D**iagnosis), **Worldwide Patented** that, Tested and Validated by the University of Siena, for its innovative features and for its Maximum Scientific Precision, has been published in the Prestigious Magazine **International Journal of Cosmetic Science**.

The **TEDA** realization, took its origin in the **VB® Technicians intuition**, that understood the **Professional Operative Needs** of **Medical, Pharmaceutical and Cosmetic fields** to obtain independently and directly exact analytical instrumental data, suitable to **Inform** the Clients about their health conditions and **Propose** the most suitable Treatments.

Then, **Demonstrate** to the clients the results obtained with the prescribed Treatments, by the comparison of the instrumental data before/after their use.

The VB® Technicians intuition in understanding the Professional operative needs, has been facilitated by the daily application of the following **VB® Products Manufacturing Criterion**:

**INDEPENDENTLY FROM THE FIELD IN WHICH A PRODUCT IS PLACED,
THE CONSUMER'S EXPECTATIONS HAVE TO BE SATISFIED IN ANY CASE.
OTHERWISE, THE CONSUMER HAS MADE ONLY A USELESS EXPENSE.**

For what above mentioned is clear that, **the Professional operative needs** and the **VB® Products Manufacturing Criterion**, create a **perfect and e real synergy**, completely aimed to the full **satisfaction of Consumer's expectations**.

The detailed professional functions of **TEDA**, are learned in VB® School **Bio-Scientific Dermatic European Academy®**, because this equipment represent the main component of the VB® Operative Scheme named: **The Criterion of Modern Trichology in its Parallelism with the Criterion of Modern Medical Clinic** (SIAE) and included in the **VB® Know How System** (SIAE).

In summary, if the Professional has Products Certified in University seat for Clinical Effectiveness, shown with scientific rigor and supported by analytical data obtained with verifiable method (Instrumental Data), according to what is provided by the ANTITRUST Laws in force, **TEDA** allows him to pass through, with Maximum Transparency, the following **three Operative Phases**:

1 - INFORM the Patient/Client, by the detection of Instrumental Data (skin and scalp pH value, view with camera, etc.), about his health conditions, comparing the values detected with **TEDA**, with the normal values.

All the detected data, are saved by TEDA and automatically inserted in the Customers File and the Personal Form is printed and given to the Patient/Client.

* The consultation of **VB® TABLE** (SIAE), allows to the Professional the comparison of the above mentioned detected data.

2 - PROPOSE to Patient/Client, the Treatments/Products more suitable to bring him back to normal values.

In this case, **TEDA** save all the instrumental data and also the Treatments/Products proposed from the Professional to the Patient/Client and everything, included potential Professional advices is printed on the Personal Form and given to the Patient/Client.

* On the base of the detected instrumental data, **VB® TABLE** shows exactly for each case the suitable Treatments/Products, the possible combinations, the way of use and, at the same time, **shows also the date for the instrumental check**, the demonstration of the results obtained with the Treatments/Products prescribed by the Professional.

3 - DEMONSTRATE to Patient/Client, on the date established for the check the results obtained with the prescribed Treatments/Products, by the **comparison Before/After** of the instrumental data detected with **TEDA**.

* now, for every change +/- of each instrumental data, or for the change of many instrumental data, the **VB® TABLE** consultation, shows to the Professional the reasons and the potential changes that is necessary bring to the Treatments/Products prescription, both to improve the general and specific conditions and for the preservation of the best conditions reached by the Patient/Client.

In conclusion, with the Transparency of this Operative System: **The Criterion of Modern Trichology in its Parallelism with the Criterion of Modern Medical Clinic Villa Borghini®** wants to allow to the **Operator** of various field to obtain **Maximum Professional Confidence from their Patients/Clients**.

The Electronic Equipment **TEDA** (**T**richological **E**quipment **D**iagnosis **A**nalyzer), is a computerized device that allows to the Professional to operate in complete autonomy to detect and check the results obtained with the Treatments/Products prescribed to Patients/Clients and is supplied with the following accessories:

- pH Sonde;
- Buffer Solution for pH 4 calibration;
- Buffer Solution for pH 7 calibration;
- Cleaning Solution;
- Preservation Solution (for pH Sonde in stand-by);

- Sebum measuring stripes for Sebotest calibration;
- Single use Sebum measuring stripes for sebum measurement (Sebotest);
- Blotter, to hold the Sebum measuring stripes for detection and measurement of sebum;

- Camera with variable magnification, from normal size up to high enlargement, both for detailed view of skin status and for the identification of the various phases of hair bulbs placed on the appropriate glass slides;
- Glass slides for Trichogram reading;
- Pedal for the acquiring of the images shot with the camera;

- Monitor;
- Keyboard;
- Mouse;

- cables, etc.;

- **VB® TABLE** (booklet for prescription of the Treatments/Products based on the instrumental data detected with **TEDA** and subsequent potential prescription of Treatments/Products if there are some instrumental data changings to allow to the Patient/Client to reach the normal conditions and for their preservation).

Bio-Scientific Dermatic European Academy®

Bio-Scientific Dermatic®, is a Brand owned by **Villa Borghini® Europa** srl **Cosmetic Industry**, registered by the **Production Activities Ministry – Patent and Trademark Office**.

The registration of this **Brand**, is specifically relating to **Cosmetic Products**, **Pharmaceutical Products** and **Chemical-Pharmaceutical Products**.

The protection of this Brand started from 29/03/1998 and today is yet in force, protected by the laws in force.

With the term **Bio-Scientific Dermatic®**, today is meant the **Modern and Innovative Study Matter** that allows to the **Professionals** the full exploitation of the **Scientific Knowledge** in the **Operative Technique** and consequently the full exploitation of the Operative Technique for reaching the **Commercial Success**.

The **Bio-Scientific Dermatic®** is the study matter that includes scientific, technical and commercial disciplines for learning the **VB® Know How System (SIAE)**, especially designed and realized to be used in the **Working World** and for this reason, the **High Level Professional School** of **Villa Borghini® Europa** has been named:

Bio-Scientific Dermatic European Academy®.



Academy's Educational Paths

Preamble

The High Level of University Certifications for the VB® Products Maximum Safety and Clinical Effectiveness, shows their typical Commercial Flexibility and is for this reason that they are distributed, both in Pharmaceutical and Cosmetic Field.

Since VB® Products are internationally distributed, the Academy Courses are intended both for VB® Distributors that propose them to Dermatologists, Doctors and Pharmacists and for VB® Distributors that propose them to Cosmetic Field Operators, as for example High Level Hairdressers, SPA, etc.

Introduction to Academy Paths

- The Aim of **VB® Know How System** (SIAE): general information about the **VB® Modern Trichology Criterion** (SIAE);
- Starting approach with the Scientific, Technical and Commercial values of **STC Rule** (SIAE);
- Laws of the European Parliament relating to the products Compliance for their placement in UE markets;
- Directives of the European Parliament relating to Misleading and Comparative Advertising – ANTITRUST's Laws, Resolutions and Hints;
- Law 2005 August 17, n.174 (discipline of hairdresser activity);
- **Trend of the market, according to the VB® Criteria** (SIAE) and Detection of the market indexes of Cosmetica Italia / UNIPRO.

Here below, the **General Programs** of **Scientific**, **Technical** and **Commercial** Paths.

Scientific Path

- importance of skin's pH value changes, caused by products not suitable for the maintenance of the best conditions of skin and its annexes;
- the skin in general and specific features of skin creation by the cellular turn - over;
- formation and function of skin glands (sebaceous, apocrine and eccrine), of follicular structure and hair formation;
- the biochemistry processes of skin surface in the creation of the hydrolipid epicutaneous film for the skin self-defense powers and of the hydrolipid epicuticular film of hair surface;
- hair cycle phase: normal conditions; abnormalities; pathologies, etc.;
- skin self-defense powers;
- Safety Data Sheets of the ingredients used in manufacturing products;
- cancellation of skin self-defense power because of the use of aggressive products;
- correct interpretation of Clinical-Pharmacological term relating to Products Safety;
- correct interpretation of products effectiveness, both according to the Clinical Pharmacology and according to the ANTITRUST laws;
- general information about the chemical formulation of products;
- approach with the chemical formulation of the ingredients use for the VB® Products Manufacturing;
- deep study of **VB® TECHNICAL REPORT**;
- VB® Products Synergy and Scientific, technical and Commercial Flexibility.

Technical Path

- summary of the Modern Trichology Criterion: how to **INFORM, PROPOSE and DEMONSTRATE to the Clients** the Professional Ability in facing and solve with success the curative and aesthetic problems and allow to the Professional to obtain the full Ownership of Client Asset;
- Scientific and technical study of the electronic device **TEDA** (Trichological **E**quipment **D**iagnosis **A**nalyzer);
- Professional Consultation of **VB® TABLE** (SIAE);
- setting of Trichological Consulting;
- professional Trichological Consulting carrying out;
- practical demonstration of the Trichological Consulting importance, starting from the starting detection of the instrumental data, followed by the correct VB® Products application, till to the check of the obtained results by the comparison BEFORE/AFTER of the general and specific instrumental data.
- study of the VB® Products Scientific, Technical and Commercial Synergies.

Commercial Path

- correct interpretation of the terms **Consolidation** and **Development** of the Activity;
- general and specific setting of the activity;
- mathematical calculation of the performance in products application, to make Professional-Commercial choices, even with the comparison of the real cost of the various products placed in the market;
- commercial reasons of the periodic promotional campaigns;
- general and specific themes for the correct and profitable carrying out of the activity.



greeting of the authors

The history and the forty years experience of **VILLA BORGHINI®**, brought us to realize a Real and Original **VB® KNOW HOW SYSTEM** (SIAE), able to offer to the Organizations and to the Professionals of Pharmaceutical and Cosmetic Field, **Real Products** able to show to the Clients of every market field how to satisfy the growing needs, both aesthetic and curative and finally, for the first time, the **aesthetic and curative ones at the same time**.

This is possible because the VB® Products of Curative Lines, have obtained the University certifications of Maximum Safety and Clinical Effectiveness and moreover they have very high level aesthetic features and even the VB® Products of Aesthetic Lines, have obtained the University Certifications of Maximum Safety and Clinical Effectiveness and in any case are perfectly compatible and combinable to the Curative Lines Products.

This extraordinary Synergy allows to the Professional of Pharmaceutical and Cosmetic Field to exploit a **Maximum Flexibility of Combinations** that they can propose to their Patients/Clients to face and solve with success the most different issues in a very easy and useful way that does not have historical precedents in any market field.

In fact, the **maximum VB® investments** that today are still **destined to Research and Technology**, were always the most **appreciated by the Final Consumer** that, bored by the standard advertising systems, normally when he tries the VB® Products, managed by Professionals trained in our Academy, he will not change anymore both Products and Professionals.

In conclusion, the Scientific Value gradually turns in Technique and then the Technique gradually turns in Commercial, and this explains the **growing market success of VB® Products**.

VB® Seat, 2016

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