

# AC Alfalfa Boost

INCI: Medicago Sativa (Alfalfa) Callus Culture Conditioned Media Extract & Lactobacillus Ferment Lysate



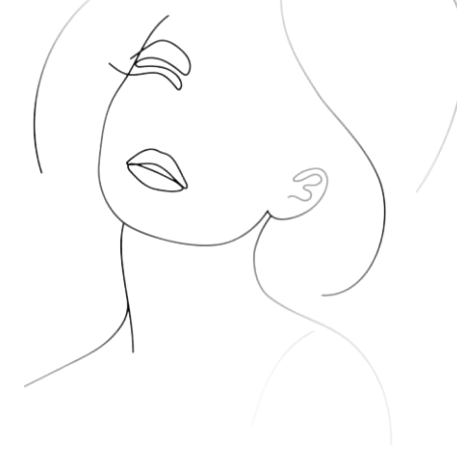
# Background

- ❧ For years, scientists have been researching ways to provide an environment to encourage healthy hair **without the use of synthetic chemicals**. Common products contain parabens, formaldehyde, etc.
- ❧ Multiple studies have shown that women and men feel their **confidence stems** from a head full of vibrant, healthy hair.
- ❧ However, what is a **natural**, yet **effective** way to achieve positive results?





# Skin-tegrity of the Scalp



- 🌿 The scalp, which is often overlooked, is a **critical foundation** for healthy hair length and thickness.
- 🌿 Products such as scalp scrubs can be used to remove excess oil, buildup, and dandruff, and may even dilate blood vessels which would encourage healthy hair.
- 🌿 However, our scalp also needs to be **replenished** with moisture, antioxidants, and nourishment.

# Hair Biology

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- ✿ Hair growth occurs in 3 phases: the growth phase (**anagen**), the transitional phase (**catagen**), and the resting phase (**telogen**). Some individuals have shorter anagen phases which can contribute to difficulty growing hair beyond a certain length.
- ✿ Additionally, when consumers experience an imbalance of vitamins, there is a decrease in hair health and the time spent in the anagen phase.
- ✿ However, **sulfur** has been shown to **extend the growth phase** of hair, increase hair strength, and boost elasticity.



## Sulfur

**Keratin**, which makes up about 95% of hair, is rich in sulfur content.

If we are topically applying sulfur onto the scalp and hair follicles, it makes sense that we would see an **increase in hair length and thickness**.

But then... why not just use sulfur products?

## Peptides

Peptides are chains of amino acids that give proteins their structure and are able to **penetrate the outer layer of the skin**, rather than just sitting on top.

Utilizing peptide technology, we are increasing the **bioavailability** of this natural sulfur uptake.

Additionally, factors such as inflammation can cause hair follicle and scalp irritation, but **topically applying peptides** soothes these concerns.





# Sustainability Stays

Based on sulfur's role in hair growth research, Active Concepts searched for a botanical that is a **natural source** of sulfur that could simultaneously provide the consumer with additional personal care benefits.

Sustainability is no longer something that is "trendy" but rather **necessary** for manufacturers in the personal care industry to be transparent and successful in their sales and business.



# Why Alfalfa?



## A Confidence Boost That Starts at the Roots

- 🌿 Alfalfa is a plant that has been grown as feed for livestock for hundreds of years, long prioritized for its **superior content** in vitamins, minerals, and protein.
- 🌿 This plant has the remarkable ability to **regenerate** new stems and leaves, and can be harvested in a single growing season.
- 🌿 This botanical **contains more sulfur** than many other crops and is also rich in phytochemicals.



# AC AlfalfaBoost

*Medicago sativa* (alfalfa) is grown in cell culture using sulfur-rich supplemented growth media, and alfalfa callus conditioned media is isolated from the cultures of alfalfa callus cells.

**AC AlfalfaBoost** is the result of an aqueous extraction, containing a high content of **natural sulfur-rich peptides** that can be used in topical treatments to encourage hair density, nourish the scalp, and provide antioxidant protection.



Alfalfa Extract | Sulfur-Rich Peptides | Hair Health





# Farm Level Sourcing



Our North American supplier in Vermont practices meadowscaping – the procedure of cultivating naturalistic planting to change farms for the better. This allows for a habitat of biodiversity and for native plants to continue to live in harmony.



The alfalfa plant itself has the ability to regenerate new stems and leaves, reducing the need for replanting. Additionally, growing the alfalfa seeds in cell culture minimizes waste and is a sustainable method for energy crop production.



Our second North American supplier in Oregon is family-owned and has the support of the community behind them. They help the farm spread their seeds as they realize the importance of helping one another. We support this Oregon farm, and their community supports them as well.

# Benefits

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- 🌿 Provide an environment that sprouts and encourages hair length and density with **AC AlfalfaBoost**.
- 🌿 This ingredient not only increases the bioavailability of natural sulfur-rich peptides but also provides scalp benefits, antioxidant protection, and an improvement in eyelash characteristics.
- 🌿 Active Concepts sustainably harnesses alfalfa's high content of nutrients by growing the seeds in cell culture, reducing the energy for crop replantation.





# Active Concepts



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