

Méthode Clarifiante

Balancing care for oily and moist scalps

METHODE CLARIFIANTE

Effective care formulations normalise sebum and sweat formation and restore the balance of the scalp.

When the feeling of freshness after washing your hair disappears far too quickly and your hair looks straggly, this not only disrupts your sense of well-being but is probably also a sign that the biological balance of your scalp is impaired. This is due to excessive production of both sweat, which can attack the scalp, and sebum, which forms a perfect breeding ground for microbes. The stressed hair papillae no longer receive a sufficient supply of nutrients, and the hair loses its shine and elasticity, becomes increasingly thin and may even ultimately fall out. *Méthode Clarifiante* provides a rapid and lasting remedy to these problems. Its specially developed formulations effectively reduce excessive sebum and sweat production and normalise the scalp environment. The result: a balanced, long-lasting fresh scalp sensation and healthy, full hair — day after day.



The method for long-lasting scalp freshness and well-cared-for hair.

METHODE CLARIFIANTE

PRODUCTS	ART. NO.	RETAIL PRODUCT SALON PRODUCT
Balancing Lipokerine A Shampoo Balancing shampoo	120281 130336	Bottle, 250 ml Bottle, 1000 ml*
Moisture Control Shampoo Moisture-regulating shampoo	120373 130362	Bottle, 250 ml Bottle, 1000 ml
Moisture Control Scalp Lotion Moisture-regulating scalp lotion	120334 130049	Bottle, 100 ml Bottle, 250 ml
Refreshing Aroma Complex Refreshing complex of essential oils	120316 130825	Bottle, 30 ml Bottle, 30 ml

* Dilute the concentrate with water at a ratio of 1:4:
200ml concentrate + 800ml water = 1000ml ready-to-use shampoo

The effect mechanisms

The effect mechanisms of *Méthode Clarifiante*, which are based on natural ingredients, normalise the functions of an excessively oily and moist scalp by regulating sebum and sweat production in a targeted manner.

One of the characteristics of the scalp's hydrolipid film is a balanced ratio of sebum and sweat. The film protects the scalp and hair from drying out and against negative external influences. It also preserves the natural microbial flora. Overactive sebaceous and sweat glands impair this scalp balance, attack the scalp and provide a breeding ground for microbes. As a result, the hair rapidly starts to look straggly and loses its bounce and body. Other disturbing signs of an oily and moist scalp include itchiness, irritations and dandruff formation due to microbes. The hair becomes weaker and, in the worst-case scenario, may even fall out. The unique *Méthode Clarifiante* effect mechanisms neutralise aggressive sweat components and inhibit the hormone responsible for the excessive activity of the sebaceous glands. The scalp is instantly and lastingly balanced, and the hair is given long-lasting freshness and volume.

METHODE CLARIFIANTE

Reduces sebum production

Plant extracts and a biomimetic amino acid have a regulatory effect on the overactive sebaceous gland cells.

Hair roots that rapidly become oily are a sign that you need to take care of your scalp before experiencing severe consequences such as hair loss. Increased sebum production can be due to overly frequent hair washing, the use of unsuitable products or an unhealthy lifestyle. It can also be caused by genetic or hormonal factors. When androgenic hormones (testosterone) come into contact with the area containing the sebaceous glands, they are activated by the body's own enzyme 5-alpha reductase and converted into dihydrotestosterone. This highly active form of the androgenic hormone stimulates sebum production in the sebaceous gland cells.

An extract of black pepper, manuka oil and magnolia bark works together with a biomimetic amino acid to inhibit the enzyme 5-alpha reductase, lessens the formation of dihydrotestosterone and lastingly reduces sebum production.

The scalp is calmed, sebum production is normalised and the natural hydro-lipid film is balanced. The healthy balance of the scalp is restored, which leads to improved hair growth and quality.

Reduces excessive sweat production

A natural antiperspirant regulates the activity of the sweat glands.

People sweat due to exercise, heat, stress or illness. Certain foods or medicines can also intensify sweat gland secretion, which is influenced by the vegetative nervous system. When we perspire, sweat secretion reaches our scalp, where it distributes any sebum present. Excessive perspiration rapidly makes the hair look straggly and impairs the quality of the hair on a long-term basis.

As a natural, effective antiperspirant, agarikon extract constricts the sweat glands and reduces excessive sweat production without drying out the skin. Niacinamide supports the astringent, pore-constricting effect, strengthens the skin barrier and promotes the regeneration of the scalp.

Sweat formation is normalised and the healthy balance of the scalp is restored. The hair remains fresh and full for longer.

Increases the energy level of the cells

The cell detox revitalises hair-forming cells, detoxifies the scalp and improves the quality of the hair.

Sweat contains substances that have a negative impact on the scalp functions when in excess. Salts attack the hair shaft and cause irritations, while lactic acid lowers the pH value and tires out the hair root cells. The drop in metabolic activity leads to growth disorders and a loss of hair quality. The hair loses shine and elasticity, becomes finer and may even fall out.

The amino acid building block lysine aspartate neutralises the lactic acid released with the sweat, detoxifies the hair-forming cells and makes them less tired. ATP, the main energy storage of the cells, is stimulated, the microcirculation of the scalp is boosted and the normal metabolism is restored.

The detox effect frees the scalp from the negative impacts of perspiration. The hair quality is regenerated, and the style stays fresh for longer.

LA BIOSTHETIQUE®
PARIS

Méthode
Clarifiante

HAIR & SCALP
CARE

Balancing
Lipokerine A
Shampoo

Shampooing
équilibrant

Ausgleichendes
Shampoo

250 ml e 8.4 fl.oz.

BALANCING LIPOKERINE A SHAMPOO

The balancing shampoo has both a gentle and a thorough cleansing effect, frees the scalp from excessive sebum, regulates sebum production and prevents the hair from rapidly becoming oily. It provides the scalp and hair with an instant feeling of freshness.

An excessively oily scalp is often genetically determined but can also be promoted by hormonal fluctuations, overly frequent hair washing or using the wrong care products. The consequences are hair roots that rapidly become oily, sticky hair with no body, itchiness and irritations on the scalp and even, at an advanced stage, hair loss.

With its delicate foam, *Balancing Lipokerine A Shampoo* cleanses the hair and scalp particularly gently yet deep down at the same time and removes

excessive sebum. Biomimetic amino acid and an extract of black pepper, manuka oil and magnolia bark have a calming and sebum-regulating effect. The scalp stays fresh and clear for longer, and the hair is prevented from rapidly becoming oily again, is given a pleasant scent and does not need to be washed as often. This effect builds up every time the hair is washed and eliminates the negative impacts of an oily scalp — even hair loss.

PRODUCT TYPE
Shampoo

RETAIL PRODUCT
Bottle, 250 ml

SALON PRODUCT
Bottle, 1000 ml*

* Dilute the concentrate with water at a ratio of 1:4: 200ml concentrate + 800ml water = 1000ml ready-to-use shampoo

Ingredients

- *Extract of black pepper, manuka oil and magnolia bark*: inhibits the expression of 5-alpha reductase and thus reduces sebum production. Reduces inflammatory processes, supports the scalp's microbiome and helps the scalp to return to a normal, healthy condition.
- *Biomimetic amino acid*: the amino acid derivative, which occurs naturally in the human body, supports the inhibition of the enzyme 5-alpha reductase and therefore lastingly reduces sebum production. It calms the scalp, restores its balance and provides lasting protection against hair loss.
- *Lipoamino acid from oat*: produces a very soft foam that cleanses the hair and scalp particularly gently and mildly to preserve the scalp's natural protective acid mantle.

Application

Distribute evenly in moist hair and on the scalp, briefly leave to take effect, then rinse out thoroughly. After washing the hair with *Balancing Lipokerine A Shampoo*, care for the scalp with *Moisture Control Scalp Lotion* or *Refreshing Aroma Complex*, which help to restore the natural balance of the sebaceous gland function. Between washes, use *Long Hair Refreshing Dry Shampoo* to soak up excessive sebum and freshen up fine hair without irritating the scalp or unnecessarily stimulating sebum production.

Tips

- In the case of stressed hair lengths and tips, perform a conditioning length balancing treatment based on the needs of the hair.
- The thin consistency of the scalp care shampoos is a *La Biothétique* speciality that ensures that the shampoo is distributed quickly and evenly on the scalp and reaches every hair follicle. Be sure to clearly emphasise this beneficial effect in your consultation while washing the hair.

Consultation

- *The calming and sebum-regulating effect of the shampoo prevents the hair from becoming oily again too quickly.*
- *The lasting reduction of sebum production gives the scalp and hair a longer-lasting, well-cared-for appearance and a pleasant scent.*
- *The negative impacts of an oily scalp, from weak hair to hair loss, are eliminated.*

Scientific proof of effect



All test subjects stated that it took longer for their hair to become oily again.



All test subjects noticed that their hair stayed clean and fresh for longer.

Source: Test subject study with 15 participants over four weeks with application of *Balancing Lipokerine A Shampoo*

Bye-bye, oily hair!

LA BIOSTHETIQUE®
PARIS

Méthode
Clarifiante

HAIR & SCALP
CARE

**Moisture
Control
Shampoo**

Shampooing régulateur
d'humidité

Feuchtigkeit regulierendes
Shampoo

250 ml e 8.4 fl.oz.

MOISTURE CONTROL SHAMPOO

While mildly cleansing the scalp and hair, the shampoo reduces the excretion of sweat from the scalp pores and provides longer-lasting freshness.

Excessive perspiration rapidly makes the hair look straggly and impairs the quality of the hair on a long-term basis. The sweat secretion contains substances that attack the hair shaft and tire out the hair roots in the long term, thus resulting in a loss of shine and elasticity as well as growth disorders.

The agarikon extract in *Moisture Control Shampoo* is a natural antiperspirant. Its pore-constricting effect reduces sweat excretion without drying out the scalp.

A purely plant-based sugar beet copolymer conditions and hydrates the damaged hair and brings it under control.

The scalp is gently freed from the residue of excessive sweat secretion, and new perspiration is reduced. The hair quality is lastingly improved, and straggly hair and collapsed styles become a thing of the past. The hair stays clean and fresh for longer.

PRODUCT TYPE
Shampoo

RETAIL PRODUCT
Bottle, 250 ml

SALON PRODUCT
Bottle, 1000 ml

Ingredients

- *Agarikon extract*: the extract from the fungus that grows on larch trees is a mild, natural antiperspirant and an alternative to aluminium salts. Its astringent and pore-constricting effect also constricts the sweat glands and thus reduces perspiration without drying out the skin.
- *Sugar beet copolymer*: the purely plant-based copolymer obtained from sugar beet betaine conditions and hydrates damaged hair. Its high cationic charge enables it to effectively improve both straight and wavy hair types and get them under control.

Application

Distribute evenly in moist hair and on the scalp, briefly leave to take effect, then rinse out thoroughly.

After washing the hair with *Moisture Control Shampoo*, treat the scalp with *Moisture Control Scalp Lotion* or *Refreshing Aroma Complex*.

Between washes, use *Long Hair Refreshing Dry Shampoo*. It absorbs excess moisture, freshens up fine hair and provides new volume without irritating the scalp.

Tip: For stressed hair lengths and tips, perform a conditioning length balancing treatment based on the needs of the hair.

Consultation

- *The hair stays clean and fresh for longer.*
- *The negative impacts of a moist scalp are eliminated, and the quality of the hair is lastingly improved.*
- *A sugar beet copolymer cares for damaged hair and makes it easier to style.*

Reduces sweating
and preserves freshness.



LA BIOSTHETIQUE®
PARIS

Méthode
Clarifiante

SCALP CARE

Moisture Control
Scalp Lotion

Lotion cuir chevelu pour
réguler l'humidité

Feuchtigkeit regulierende
Kopfhautlotion

100 ml e 3.38 fl.oz.

MOISTURE CONTROL SCALP LOTION

The care lotion neutralises the aggressive substances released by extreme perspiration and calms the scalp. The natural balance of the sebaceous gland function is restored, the cell metabolism of the scalp is normalised and the quality of the hair is improved. As a result, the style stays fresh for longer and does not collapse.

In the case of strong scalp perspiration, the aggressive components of the sweat gland secretion have a negative impact both on the scalp and on the hair. This not only negatively affects our sense of well-being by rapidly making our hair straggly and causing our style to collapse but also impairs both hair growth and the quality of the hair in the long run. *Moisture Control Scalp Lotion* neutralises the aggressive substances released by perspiration and prevents them from inhibiting the cell energy. The cells are

detoxified, microcirculation is increased and the scalp's normal metabolism is restored. As a natural antiperspirant, agarikon extract reduces sweating. Niacinamide regulates the activity of the sebaceous glands.

The scalp is calmed and sweats less, the hair stays fresh for longer and the style stays in place better. When *Moisture Control Scalp Lotion* is applied consistently, the balance of the scalp is lastingly restored and the quality of the hair is visibly improved.

PRODUCT TYPE
Scalp lotion

RETAIL PRODUCT
Bottle, 100 ml

SALON PRODUCT
Bottle, 250 ml

Ingredients

- *Agarikon extract*: the extract from the fungus that grows on larch trees is a mild, natural antiperspirant and an alternative to aluminium salts. Its astringent and pore-constricting effect also constricts the sweat glands and thus reduces perspiration without drying out the skin.
- *Niacinamide*: is a form of vitamin B3 and plays an important role in the skin's metabolism. It strengthens the skin barrier and has both a regenerative and an anti-inflammatory effect. It also refines the pores and reduces sebum production.
- *Lysine aspartate*: the amino acid building block neutralises the lactic acid released by sweat and thus prevents it from inhibiting the cell energy. The normal metabolism is restored, the cells are detoxified and the microcirculation of the skin is stimulated.

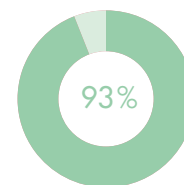
Application

After washing the hair, apply the lotion to the scalp along the parting and gently massage it in. Do not rinse out.

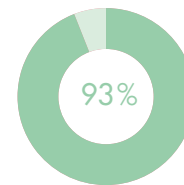
To cleanse the hair and scalp in preparation for the treatment, we recommend using *Moisture Control Shampoo* or *Balancing Lipokerine A Shampoo*.

Tip: In the case of extremely moist scalps and poor hair quality, apply *Moisture Control Scalp Lotion* as an intensive treatment and leave it to take effect overnight because this is when the most moisture and sweat are released.

Scientific proof of effect



93% of the test subjects stated that it took longer for their hair to become straggly.



93% of the test subjects stated that their hair kept its volume for longer.

Source: Test subject study with 15 participants over four weeks with combined application of *Moisture Control Shampoo* and *Moisture Control Scalp Lotion*

Consultation

- *The scalp is less moist, and it takes longer for the hair to start to look straggly and for the style to collapse.*
- *The hair stays clean and fresh for longer.*
- *The negative impacts of a moist scalp are eliminated, and the quality of the hair is lastingly improved.*

The scalp in balance.



LA BIOTHETIQUE®
MARCEL CONTIER

Méthode
Clarifiante

SCALP CARE
Refreshing
Aroma Complex

Complexe
aromatique rafraichissant
Erfrischender
Aromakomplex

30 ml e 1.01 fl.oz.

REFRESHING AROMA COMPLEX

The aroma complex utilises the therapeutic powers of essential oils to clarify oily or moist scalps and to provide a lasting feeling of freshness.

Sometimes, your head and mind simply need a boost of freshness. With its holistic effect, *Refreshing Aroma Complex* literally clears your head. The essential power of selected herbs, fruits and woods refreshes and clears the scalp and acts on the whole organism via the limbic system. In the concentrated form of their essential oils, bergamot, juniper berry, lavender and cypress have an antibacterial and astringent effect.

They clarify and refresh an oily or moist scalp, restore its perfect balance and regulate blood circulation. They also have a refreshing and mood-elevating effect on a mental level. The essential oil of cedar rounds off the soothing cocktail by supporting the natural functions of the scalp and having a balancing effect on the skin and mind. A soothing freshness experience for the scalp, head and senses!

PRODUCT TYPE
Aroma complex

RETAIL PRODUCT
Bottle, 30 ml

SALON PRODUCT
Bottle, 30 ml

Ingredients

- *Bergamot, juniper berry, lavender and cypress*: have an antibacterial, astringent, clarifying and circulation-regulating effect. They provide harmonising and refreshing results and improve your mood.
- *Cedar wood*: has a calming and balancing effect and improves the scalp functions.

Application

Apply the contents of 1 to 1.5 pipettes (approx. 1 ml) to the scalp and massage in gently.

Consultation

- *Refreshing Aroma Complex has a holistically balancing effect on both your scalp and your senses.*
- *Your scalp becomes fresher and clearer — ideal for oily and/or damp skin.*
- *The balanced scalp can perfectly fulfil its natural functions again, and your hairstyle stays fresh for longer.*

A boost of freshness for the scalp.