

September 21, 2022

**Milbon Gains Korean Government Approval for Hair Loss Relief Shampoo Formulated with Scalp Care Ingredients
—Effects Confirmed in Government-Prescribed Clinical Trial—**

Milbon Co., Ltd. (head office: Chuo-ku, Tokyo; Representative Director, President, and CEO: Ryuji Sato), a manufacturer of hair cosmetics for salons, and its consolidated subsidiary Milbon Korea Co., Ltd. (head office: Gangnam-gu, Seoul; Representative Director: Kim Jaewook) gained approval in Korea for shampoo formulated with certain scalp care ingredients as functional cosmetics^{*1} that alleviate hair loss. Based on this approval, we plan to develop a variety of shampoos with a hair loss relief effect for different hair types and scalp conditions to release in Korea.

[Background]

Milbon Co., Ltd. established Milbon Korea Co., Ltd. in July 2009 and has been selling hair cosmetics to salons in Korea. In recent years, many people in Korea are troubled by hair loss, leading to a growing demand for hair cosmetics that offer solutions for hair loss. Korea has its own system for approving shampoo with a hair loss relief effect through the examination set by the Korean Ministry of Food and Drug Safety (MFDS)^{*2}. We began development of shampoo with a hair loss relief effect aiming to obtain approval, in the belief that this would boost confidence in the product's effect.

[Outcome]

We conducted a clinical trial of our shampoo formulated with three kinds of scalp care ingredients with participants diagnosed with alopecia^{*3}. The result indicated that, while use of shampoo without the scalp care ingredients showed no increase in the number of hairs per unit area, the use of shampoo containing panthenol, niacinamide, and salicylic acid, each at specific concentrations, resulted in an increase in the number of hairs (Figure 1), indicating that the three scalp care ingredients relieved hair loss and that the number of new hairs produced after turnover exceeded the number of hairs lost.

Based on this result, we submitted an application to gain MFDS approval for the product as functional cosmetics. MFDS acknowledged its effectiveness and granted approval (Figure 2).

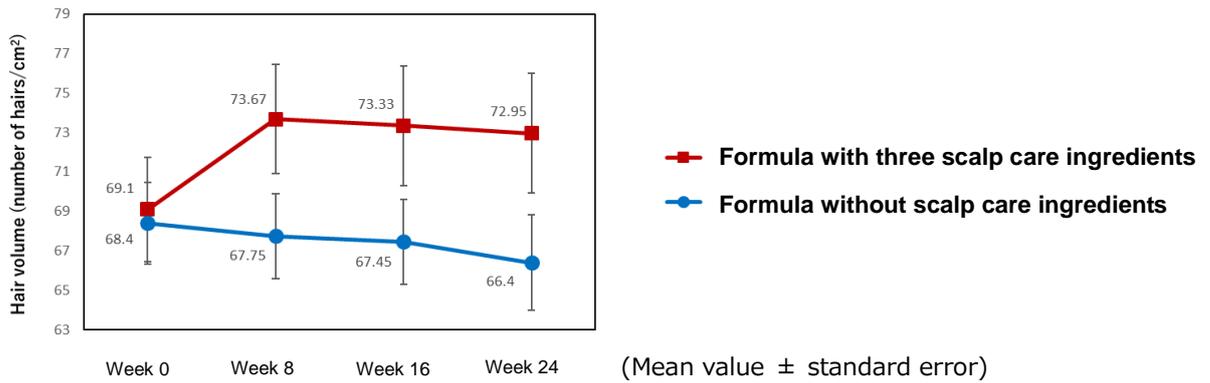


Figure 1. Result of continued use of test shampoo on alopecia patients

The group that used the shampoo formulated with three scalp care ingredients (panthenol, niacinamide, and salicylic acid) experienced a statistically significant ($p < 0.05$) increase in the number of hairs from the 8th week onward.



Figure 2. Notification of the MFDS functional cosmetics examination result

[Future vision]

Based on this approval, we plan to develop a variety of shampoos with a hair loss relief effect for different hair types and scalp conditions to release in Korea. Milbon will continue to develop attractive products that contribute to the beauty culture of countries and regions worldwide.

《Terminology》

* 1 Functional cosmetics

A category of cosmetics with specific functionality subject to examination by the Korean Ministry of Food and Drug Safety (MFDS). A product must be examined for its functionality to gain approval.

* 2 Ministry of Food and Drug Safety (MFDS)

A Korean government administrative agency that formulates standards for health and safety-related products including food, drugs, medical devices, and cosmetics and is responsible for tasks related to specification setting, licensing, and quality management of products distributed inside Korea.

* 3 Participants diagnosed with alopecia

Participants were men and women diagnosed with alopecia by a physician who met the participant selection criteria in the trial plan. They also did not fit exclusion criteria such as use of a hair tonic or hair growth product in the past month. Participants received an explanation of the trial, and the trial was administered to those who provided written consent. Details of the trial were examined and approved beforehand by the Ethics Committee (KDRI-IRB-20040) of the Korea Dermatology Research Institute (KDRI).

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