

ANNURTROFIL®

From Annurca apples, the natural solution for healthy hair

A collection curated by the finest in their fields.

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evra

Annurtrofil® is an evra proprietary powder extract obtained from the fruits of *Malus pumila* Miller cv. Annurca, deprived of seeds.

Discover the power of Annurca – an ancient Italian apple species with a rich history dating back to pre-Roman times. Thanks to a unique ripening process that occurs off the tree, this exceptional fruit is packed with a rare polyphenolic profile, brimming with biologically active metabolites.

Sourced with care, produced in evra's FSSC 22000 and GMP certified facility, Annurtrofil® captures and concentrates these potent compounds, allowing them to work in harmony to promote healthy, vibrant hair. Among its powerful ingredients are procyanidin B2, chlorogenic acid, floridzin, and flavan-3-ols (including epicatechin and catechin), all contributing to its natural hair-enhancing benefits.

Mechanisms of action

Science-backed nutricosmetic ingredient for hair beauty and strength, Annurtrofil® activates trophic follicular factors in vitro supporting healthy hair growth and offering powerful antioxidant benefits.

Targeted applications



Enhanced hair density



Increased hair strength



Improved hair weight

Versatile and easy to incorporate into a variety of formulations, Annurtrofil® is ideal for tablets, hard gelatin and vegetarian capsules, instant powders, sachets, and stick packs. It is water-soluble, with no unpleasant aftertaste or odor

In vitro study

Cellular effects displayed by Annurtrofil® in cultured human follicle dermal papilla cells^[1], showing powerful antioxidant action.

- Reduces reactive oxygen species (ROS) generation triggered by H₂O₂.
- Boosts the expression of key antioxidant enzymes to protect and nourish hair follicles.
- Induces hair-growth related factors (FGF₂ and β -catenin)

In vivo study

C57Bl/6 mice treated with Annurtrofil® (160 and 320 mg/Kg/day) for 21 days, with positive effects on hair growth compared to controls^[2].

- Improves growth rate, density, thickness, and mass of hair.
- Induces key trophic factors, including FGF7 and VEGFA, as well as cytokeratin-5 and cytokeratin-10.
- Decreases gene expression of SRD5a1, an isoform of 5-alpha reductase, which is involved in DHT synthesis.

Clinical study

80 healthy subjects (50 % males, 50 % females) randomized to take 800 mg/day Annurtrofil® capsules or a corresponding placebo for 180 days^[3].



- + 14 % hair density
- + 34 % hair mass
- - 26 % hair lost at the pull test
- - 33 % hair lost at the wash test

Bibliography

[1] Benedetto N et al. FEBS Open Bio 14 (2024) 955–967 – [2] Lee YI et al. Curr. Issues Mol. Biol. 2022; 44: 6280–6289 – [3] De Biasio F et al. J Appl. Cosmetol. 2023; 41(2): 28–46

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