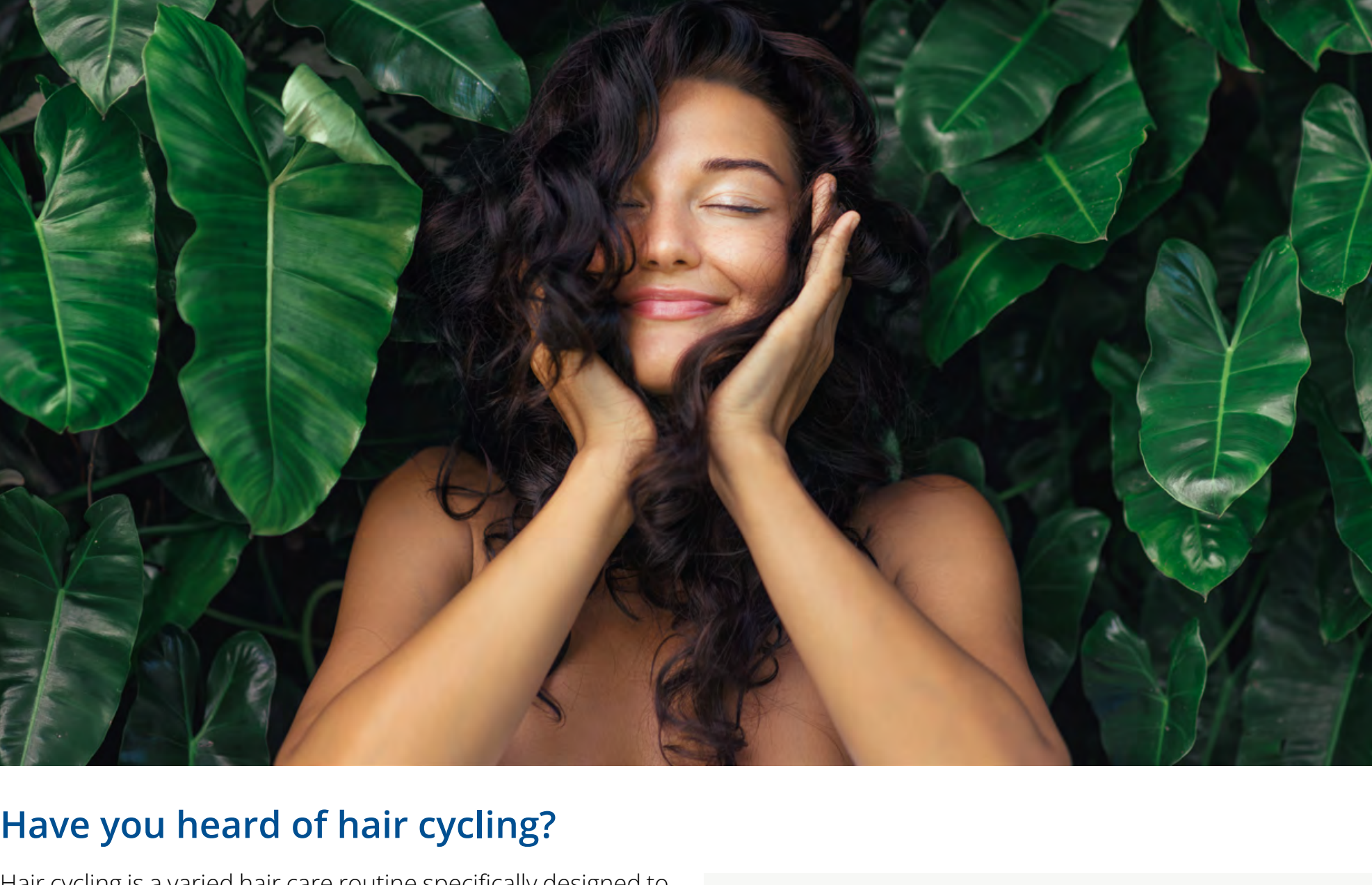


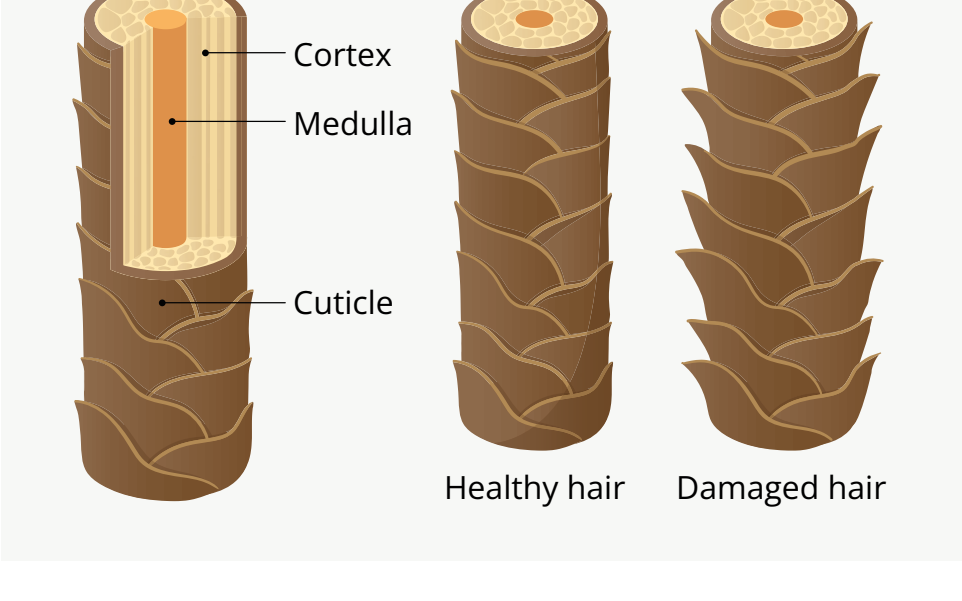
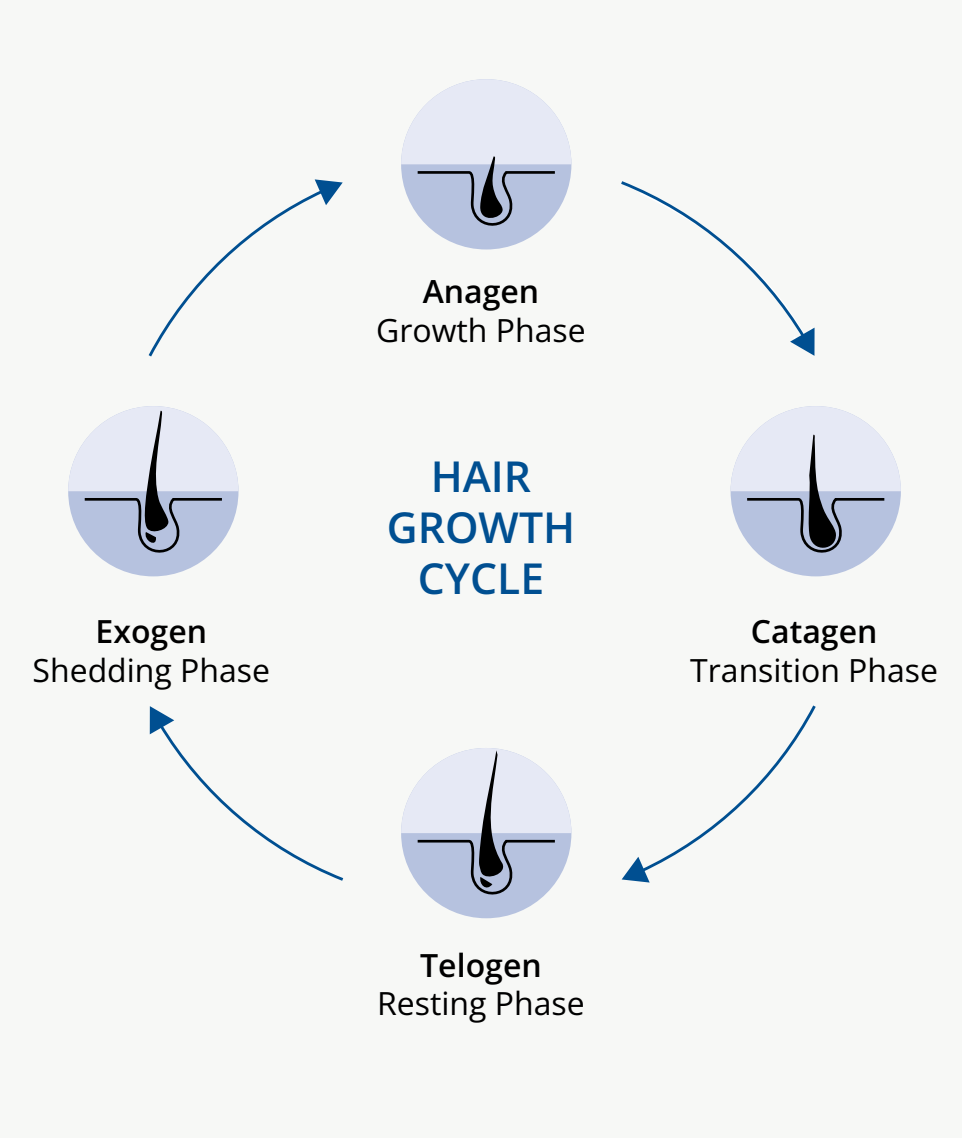
Hair Cycling – The Key to Healthy Hair



Have you heard of hair cycling?

Hair cycling is a varied hair care routine specifically designed to support the health of both the hair and scalp. This method is based on the principle of skinification, (maybe you also want to check out our [skin cycling edition](#)), where the scalp is treated with the same care as the skin. By incorporating high-quality active ingredients from skincare, the scalp is strengthened, hair follicles are nourished, and overall hair health is improved.

At the core of this method is the cycle concept – regularly alternating between different hair care products and intensities to introduce new stimuli. This prevents over-conditioning, reduces dependency on specific ingredients and maximises the efficacy of active components. At the same time, this variation supports the hair's natural growth cycle, allowing both the scalp and hair to regenerate more effectively.



Hair growth cycle

The natural hair growth cycle plays a crucial role in this process.

Hair regularly transitions through phases of growth, rest and shedding. A healthy scalp is essential for maintaining this cycle and ensuring continuous, strong hair growth.

Hair cycling adapts to the changing needs of the hair and scalp, much like how varying training stimuli in sports improve overall fitness. This structured variation in hair care ensures a sustainable routine that enhances both the appearance and long-term health of the hair.

- Benefits of a Hair Cycling Routine:**
- Reduces product build-up (residue on the hair and scalp)
 - Addresses various hair concerns (such as dandruff, dryness or an oily scalp)
 - Promotes scalp health (reduces the risk of scalp irritation)
 - Supports hair growth (interval-based stimulation for increased effectiveness)
 - Improves hair structure (strengthens the hair)

A well-planned hair cycling routine helps align the specific needs of both hair and scalp by using carefully coordinated products in a targeted manner.

How Does Hair Cycling Work?

An individual hair cycling routine combines various aspects of scalp and hair care: cleansing, hydration, nourishment and protection. It is essential to recognise that the needs of both hair and scalp change over time. Therefore, an effective care routine should not rely on a single product but rather on a combination of alternating products tailored to different phases of the hair cycle.

The foundation of long-term healthy hair care is a balanced and well-maintained scalp – this is where targeted scalp treatments come into play.

Scalp Care

Each phase of the hair growth cycle has different needs. The following four key scalp care processes – detox, regulation, activation and calm down – are specifically designed to support this cycle.

Detox (Exogen – Shedding Phase)
During the exogen phase (shedding), the body sheds old hair to make room for new growth. At this stage, it is essential to deeply cleanse the scalp and remove build-up.

CC Glycolic Acid 50%
CC Glycolic Acid 50% utilises innovative Cyclosystem Complex technology, in which glycolic acid is encapsulated in cyclodextrin. This technology enables a controlled release of the active ingredient, significantly reducing scalp irritation compared to conventional free glycolic acid.

Regulation (Telogen – Resting Phase)
The telogen phase (resting phase) is dedicated to the regeneration of hair follicles. During this stage, the scalp should be soothed and balanced to create optimal conditions for healthy new hair growth.

SPHINGONY**
SPHINGONY® is a highly effective sphingolipid-based active ingredient that strengthens the skin barrier, reduces sebum production, inhibits 5-alpha-reductase (linked to hair loss) and improves scalp health. By holistically supporting the natural hair cycle, it fortifies hair follicles and promotes healthy hair growth.



Glycolic acid, a versatile alpha-hydroxy acid (AHA), provides multiple benefits:

- Gently removes dead skin cells, thoroughly cleansing the scalp of excess sebum, dirt and product build-up.
- Strengthens the scalp's moisture barrier, reducing dryness.
- Smooths the hair cuticle, enhancing shine and reducing frizz.

INCI: Cyclodextrin, Glycolic Acid

Activation (Anagen – Growth Phase)
The anagen phase is the active growth phase of hair. During this time, blood circulation should be stimulated, and hair follicles should be supplied with essential nutrients.

L-Arginine-HF*
The natural amino acid L-Arginine-HF stimulates scalp micro-circulation, activates hair follicles and promotes healthy hair growth. At the same time, it reinforces damaged hair structures, aids in their repair and helps bind essential nutrients within the hair.

Key benefits:

- Prevents hair loss
- Supports the natural hair cycle
- Enhances overall scalp health

INCI: Sphinganine
**Only available for our customers in: AT and CH*

Calm Down (Catagen – Transition Phase)
The catagen phase is the transition stage in which hair growth slows down. During this time, the scalp should be gently soothed, and any irritation should be minimised.

Aloe Vera
Aloe vera is renowned for its soothing and hydrating properties. It provides intensive moisture to the scalp and helps calm irritation. Particularly beneficial for stressed or sensitive scalps, aloe vera supports scalp regeneration and helps restore its natural balance.

Additionally, L-arginine has conditioning properties, leaving hair smooth and shiny while improving wet combability, moisture retention and overall manageability.

INCI: Arginine
**Only available for our customers in: AT, CH, DE, IE and UK*

Furthermore, its nourishing and calming properties promote healthy hair growth.

INCI: Aloe Barbadensis Leaf Juice

Hair Care

A holistic hair care routine combines cleansing, hydration, deep conditioning and protection to maintain strong, healthy and shiny hair in the long run.

Gentle Cleansing
Mild, sulphate-free shampoos gently cleanse while maintaining the scalp's natural balance. A double-cleansing routine is particularly effective: the first wash removes residue, while the second deeply cleanses the scalp and helps balance the pH level.



AMISOFT® CS-22 and AMILITE® ACS-12 are mild, amino-acid-based surfactants that combine gentle cleansing with long-lasting care. They are ideal for modern hair care formulations that prioritise environmental sustainability and skin compatibility. Both ingredients help retain moisture in the hair and scalp, leaving a comfortable, nourished feel without drying out the hair.

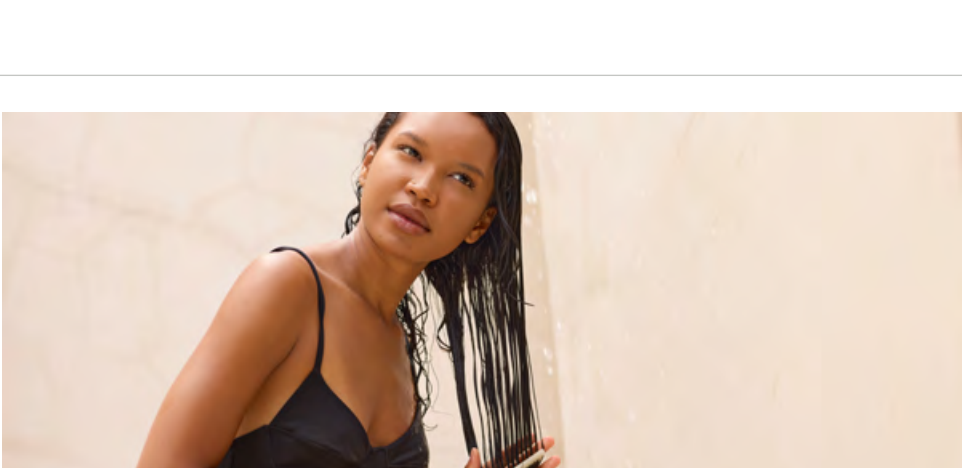
1) AMISOFT® CS-22*
Derived from L-glutamic acid and plant-based fatty acids, AMISOFT® CS-22 provides a sustainable cleansing base. It enhances the conditioning effect of shampoos while improving skin and scalp compatibility. Additionally, AMISOFT® CS-22 supports the formation of creamy foam, ensuring thorough cleansing while maintaining a gentle washing experience without stripping moisture.

2) AMILITE® ACS-12*
Derived from the amino acid L-alanine, AMILITE® ACS-12 is known for its mild, anionic structure. This foam booster enables gentle cleansing with low hair adhesion, making it effective even in formulations containing oils. It enhances foam formation while ensuring a soft and mild cleansing experience.

Ideal pH range: 4.5–6.5
INCI: Sodium Cocoyl Glutamate, Disodium Cocoyl Glutamate, Water
**Only available for our customers in: AT, CH, DE, IE and UK*

Ideal pH range: 6–8
INCI: Sodium Cocoyl Alaninate, Water
**Only available for our customers in: AT, CH, DE, IE and UK*

Moisture and Deep Care
Conditioners provide essential moisture by locking it in, smoothing the cuticle, and repairing the hair's structure. This enhances resistance to external factors. Additionally, leave-in moisturising products, such as sprays or creams, offer long-lasting softness and effectively prevent frizz. For intensive care, a weekly hair mask is recommended to strengthen the hair from within, revitalise it, and protect against breakage and split ends.



CAE*
CAE is a natural cosmetic-compliant cationic conditioner that significantly improves hair manageability and elasticity while reliably protecting against static charge. Thanks to its cationic charge, CAE adheres optimally to the hair surface, even on damaged hair, ensuring even and effective care.

Furthermore, CAE has antimicrobial properties, effectively preventing dandruff and scalp irritation. This antimicrobial effect not only supports scalp health but also serves as a natural preservative booster in cosmetic formulations.

INCI: PCA Ethyl Cocoyl Arginate
**Only available for our customers in: AT, CH, DE, IE and UK*

Ceramides – Essential for Hair Protection
Ceramides are key components of the hair's cuticle layer, forming a protective barrier. By keeping the cuticle intact, ceramides help prevent hair damage, stabilise the hair follicles, and strengthen the hair.

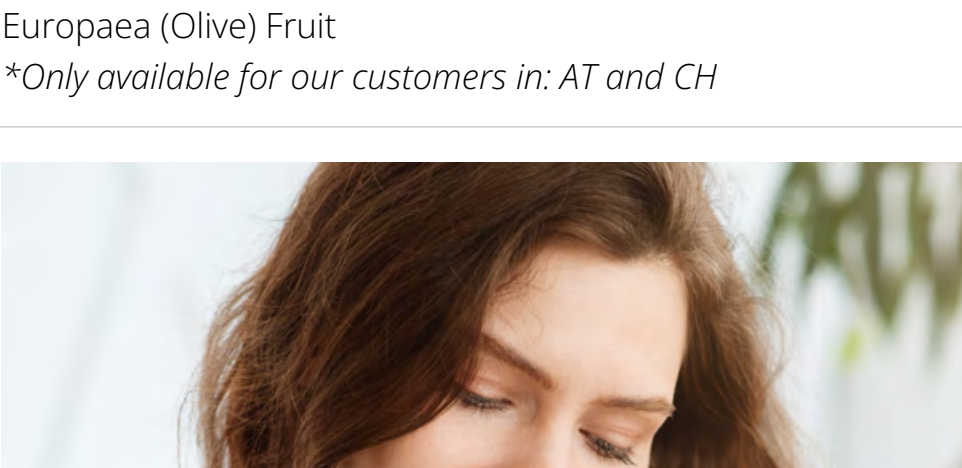
HAIRMIMICS® Boost*
HAIRMIMICS® Boost is a ceramide-rich solution that mimics the natural lipids of the hair, including Ceramide NG, cholesterol, free fatty acids, and triglycerides. These essential nutrients are often depleted due to daily stressors such as shampooing and UV exposure. HAIRMIMICS® Boost replenishes them, delivering intensive care and regeneration.

Key benefits:

- Increases hair resilience
- Mimics the hair's essential lipids for maximum efficacy
- Contains natural plant oils, such as macadamia, olive and castor oil, which provide moisture and protect the hair structure

INCI: Ceramide NG, Cholesterol, Palmitic Acid, Macadamia Integrifolia Seed Oil, Ricinus Communis (Castor) Seed Oil; Olea Europaea (Olive) Fruit
**Only available for our customers in: AT and CH*

Protection and Styling
Heat protection products form a protective barrier to prevent damage caused by styling tools such as blow dryers, straighteners or curling irons. Additionally, hair oils or serums tailored to specific hair types provide extra protection by sealing the outer hair layer. These products help prevent split ends while giving the hair a natural shine.



ELDEW® PS-203R*
ELDEW® PS-203R protects against heat damage and strengthens the hair structure, making it more resilient and long-lasting.

FANCOR® Abyssinian Oil*
Derived from the seeds of Crambe Abyssinica (Abyssinian plant), FANCOR® Abyssinian Oil is rich in long-chain unsaturated fatty acids. It strengthens the hair structure, reduces breakage and enhances smoothness with its lightweight, fast-absorbing texture. Additionally, it improves hair manageability and provides deep nourishment, making it ideal for high-performance hair care formulations.

Key benefits of ELDEW® PS-203R:

- Effective protection against heat damage
- Adds shine and smoothness
- Provides long-lasting protection for colour-treated hair

INCI: Crambe Abyssinica Seed Oil
**Only available for our customers in: AT, CH, DE, IE and UK*

FANCOR® Meadowfoam Seed Oil*
Extracted from the seeds of Limnanthes Alba (Meadowfoam) Seed Oil is a sustainable alternative to synthetic oils. It delivers natural shine, deep nourishment, and reliable protection against hair breakage. Thanks to its unique fatty acid profile, this oil offers exceptional oxidative stability, extending the shelf life of formulations while providing a luxurious finish in hair oils, shampoos, conditioners and styling products.

INCI: Limnanthes Alba (Meadowfoam) Seed Oil
**Only available for our customers in: AT, CH, DE, IE and UK*

With the right combination of detox, care and protection, hair cycling revitalises the scalp and enhances the hair's natural beauty for a good hair day – every day.

- Formulation HUB:**
- [Light Hair Conditioner](#) by RAHN
 - [Clear Shampoo all-natural](#) by RAHN
 - [Hair Leave On Spray](#) by RAHN
 - [Natural Conditioner](#) by Ajinomoto
 - [Hair Oil](#) by Ajinomoto
 - [Colour and Heat Protecting Conditioner](#) by Ajinomoto
 - [Lipid Refill Hair Oil](#) by Evonik
 - [Elementary Lipid Refill Hair Conditioner](#) by Evonik
 - [Boost Hair Scalp Wellness with SPHINGONY®](#) by Evonik
 - [Anti-Hairloss Micellar Tonic](#) by Evonik