

PRODUCT INFORMATION

Cerachron®

Chronobiologic form of administration of highly effective substances for healthy hair and nails. Promotes hair growth from within.

Basic Facts

Lively, shining hair and firm, lustrous finger nails are believed to be indicative of how the general condition of the body is. This belief is well founded: environmental toxins, stress and false nutrition also affect hair and nails. A diseased intestine can supply the roots of the hair and nails with only a fraction of the micro substances. Blow-drying the hair at too high a temperature, constant dyeing and excessive exposure to the sun can cause damage. Both the hair itself and the hair roots suffer. The nails consist of 100 to 150 layers of horn. Brittleness is most likely a sign of poor supply and a specific lack of vitamins of the horn-producing cells. An improvement or the optimal supply can only be effected from within.

Cerachron® is a long-expected chronobiologic preparation for the optimal supply of the hair and nails with active nutrients. It takes into consideration the body's needs at the different times of the day. The cells of the hair roots divide fast and require an extraordinary amount of building materials – some in the morning, some in the evening. The vitamin biotin – also known as vitamin H – is absolutely essential for the formation of the main substance keratin. A lack thereof leads to loss of hair and brittle nails. Biotin is also required for building up certain enzymes and amino acids as well as for the fatty acid metabolism. If the general biotin requirement of the organism increases, it is mostly at the expense of the hair and nails.

Effects

The hair density of the scalp is approximately between 200 and 900 hairs per square centimeter. Blond people usually have twice as many hairs (150,000) than red-haired ones (75,000). The hair grows a third of a millimeter a day. Constantly, up to 90 percent of the hair on the head is in a growth or production phase. Hair growth slows down with progressing age, especially in men. This is mostly due to hormonal reasons but also to a reduced supply with nutrients.

A single hair on the head has an approximate thickness of 0.08 millimeters, consists of 5 parts and even has an arrector muscle. The hair shaft is protected against drying out by keratin plates in a scale-like arrangement pointing to the top of the hair quite similar to that of a pine cone. Human hair has a water content of about 10 percent. The largest part of the dry substance is made up of specific proteins called keratins. Healthy hair has a high content of cysteine – a sulfur containing amino acid for strengthening and protecting against cell-destroying free radicals. But it also needs silicon. If these substances are deficient they have to be replaced around the clock.

Finger nails grow four times as fast as toe nails. They consist of 100 to 150 layers of horn. In case some of the nutrients lack, these layers are thinner, more brittle and become discolored. Therefore the nail is no longer firm and beautiful.

There is no doubt: what we eat is as important for our skin and hair as for the rest of our body. What is required are vitamins and minerals that strengthen hair and nails and make them lustrous. To balance specific states of deficiency, a number of well-established phyto substances has proven to be effective. Some of these vital ingredients are most effective in the morning while others are most effective in the evening. Therefore, the intake of certain vitamins and vital ingredients has to be carefully separated – by specific morning and evening capsules.

Apart from the basic substances for the horn substance keratin, more than a dozen nutrients could be scientifically identified in the meantime as meaningful food supplements for hair and nails. Most of these substances are contained in the chronobiologic formula of Cerachron® and develop their greatest effect at exactly the right time.

Niacinamide: supports the fat and carbohydrate metabolism as well as the energy production in the skin tissue. Hair roots are energy intensive for their cells divide in a particularly active way in order to quickly produce new hair. Niacin with its typical vitamin B properties is involved in many enzymatic processes and has an antioxidative effect. Niacin is not only important for the regeneration of skin, hair and nails but also for muscles, nerves and the maintaining of the DNA.

Biotin (also known as vitamin H): it took this vital ingredient from the vitamin B family 40 years after its discovery to be recognized as a vitamin. It is a co-factor of impor-



Cerachron®

- ▶ provides hair and nails with active nutrients
- ▶ strengthens nails and hair through new firmness
- ▶ saves brittle nails and lifeless hair

At a Glance

Cerachron®

tant enzymes, essential for the production of certain amino acids and the fatty acid metabolism. Positive results: regrowth of hair, greater hair thickness, reversal of graying.

Zinc: this mineral supports the function of enzymes and the absorption of further minerals. White spots on the nails are frequently indicative of a zinc deficiency.

Selenium: a deficit of this trace mineral not only threatens the health of the nails and of hair. Scientists in Ireland found out that there is a connection between low selenium levels in the nails and osteoarthritis of the knees.

Horsetail (scouring rush, equisetum arvense): this age-old healing plant from the dinosaur era contains substances in its brownish cones that have surprising properties. Most important for hair and nails is their high content of easy-to-absorb, natural silicon. This chemical element and semimetal derived its name from the Latin word for pebble (silex). The plant contains up to 7% of bioavailable silicic acid. The high binding capability of silicon is required for particularly stressed tissue (e.g. cartilage) and also for the strength of teeth, hair and nails. In addition, this plant has anti-inflammatory properties.

MSM (methyl-sulfonyl-methane): sulfur is an essential mineral element of the human metabolism. Our body contains about 150 grams of sulfur, mainly in hair, the nails and the cartilage substance. Their structure and strength are directly dependent on the sulfur content. What is imperative, therefore, is a sulfur derivative with surprising activities and good bioavailability, properties that can be found in MSM (methyl-sulfonyl-methane).

Hyaluronic acid: this glucosaminoglycan is not only the basic substance of cartilage but also an important component of the collagenous connective tissue. An optimized supply not only guarantees taught skin but also healthy nails and hair.

Coral Calcium®: regulates the pH value of the organism. The more balanced this value the higher the organism's ability to absorb all the other active substances.

Bioperine®: pepper extract, increases the bioavailability of substances.

Indications

Cerachron® provides particularly hair and nails with the essential building materials for the production of the main substance keratin as well as with substances to form new collagen and to firm the connective tissue. The individual hair has a life of two to six years, during which time it is usually exposed to toxic stresses. False nutrition, deficits in vitamins and minerals as well as hormonal changes are additional stress factors for hair and nails. Particularly dull, lifeless, sad looking hair is an indicator for states of deficiency.

Composition

AM capsule (morning)	
	daily dose
Vitamin B6	2 mg
Vitamin C	60 mg
Vitamin E	10 IU
Selenium (Se)	50 mcg
Horsetail extract	150 mg
MSM	300 mg
Hyaluronic acid	12 mg
Coral Calcium®	25 mg
Bioperine®	2,5 mg

PM capsule (evening)	
	daily dose
Vitamin B1	1,4 mg
Vitamin B2	1,6 mg
Vitamin B12	50 mcg
Niacinamide	18 mg
Biotin	2000 mcg
N-acetyl DL-methionine	20 mg
Zinc (Zn)	20 mg
Horsetail extract	150 mg
L-cysteine	100 mg
MSM	300 mg
Hyaluronic acid	12 mg
Coral Calcium®	25 mg
Bioperine®	2,5 mg

in pharmaceutical grade. Other ingredients: rice flour, SiO₂, tricalcium phosphate, magnesium stearate, stearic acid

Dosage

In normal cases take 1 capsule AM (yellow) in the morning and 1 capsule PM (blue) in the evening with plenty of fluid.

Side Effects, Contraindications

Individuals who are hypersensitive to any constituent of the preparation are advised against taking it. In case of overdose, side effects in the form of nausea, headache, fatigue and the like may occur which, however, quickly disappear upon discontinuation.

The intake of high doses of vitamin C may lead to diarrhea. Vitamin C reduces, and vitamin C increases, the effects of anticoagulants.

Before taking this preparation together with other medicines you should in any case consult your doctor.

Instructions

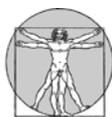
It is generally recommended to consult a specialist before taking food supplements. This applies in particular if you have a chronic disease and if you take medicines regularly. Should you experience any symptoms while taking this preparation, you should consult a doctor and inform him or her about the intake. Store in a cool, dry place and keep out of reach of children.

Cerachron® Product Groups

Cerachron® can be found in the following product groups (www.vitabasix.com):

-  **Vitamins & Food Supplements**
-  **Chronobiology**
-  **Skin & Hair**

Manufacturer:



VitaBasix®

by LHP Inc.

www.vitabasix.com | uk@vitabasix.com

Tel.: 00800-7030-7060 | Fax: 00800-1570 1590

Important information:

Our products are manufactured in accordance with the GMP (Good Manufacturing Practice) standard. Their quality, purity and concentration are regularly tested in independent test laboratories, in keeping with the FDA (Food and Drug Administration) guidelines.

Our products should be regarded as preventive measures or measures to enhance the individual's general wellbeing. Patients must consult a doctor before using the products for the treatment of diseases.

Subject to alterations and printing errors. Version July 2014