

 **HERIBON**



**HERIBON
WNT ON SHAMPOO**

The "WNT ON" formula of Heribon Shampoo enhances the foundation for healthy hair by activating WNT signaling.

500 ml e 16.90 fl.oz.



**HERIBON
WNT ON HAIR OIL**

The "WNT ON" formula of Heribon Hair Oil enhances the foundation for healthy hair by activating WNT signaling.

50 ml e 1.69 fl.oz.



**HERIBON
WNT ON HAIR TREATMENT**

The "WNT ON" formula of Heribon Hair Treatment enhances the foundation for healthy hair by activating WNT signaling.

200 ml e 6.76 fl.oz.

Hair (Re)Born → Hair Back to Life

Heribon fundamentally improves scalp health to support natural hair regrowth. In particular, Heribon's key formula, "WNT ON", optimizes the scalp environment to facilitate follicle regeneration and healthy hair growth.

HERIBON's Key Formula "WNT ON"

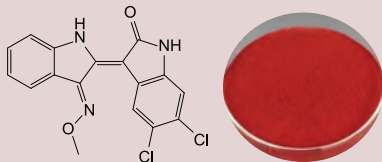
Experience the innovative power of "PTD-DBM" with the WNT ON formula.



1. KY19382 ("PTD-DBM" functional mimetics)

Through the years of innovative drug research and development, our Indirubin derivative was created to restore the WNT signaling pathway, which plays a crucial role in skin regeneration and scalp tissue repair.

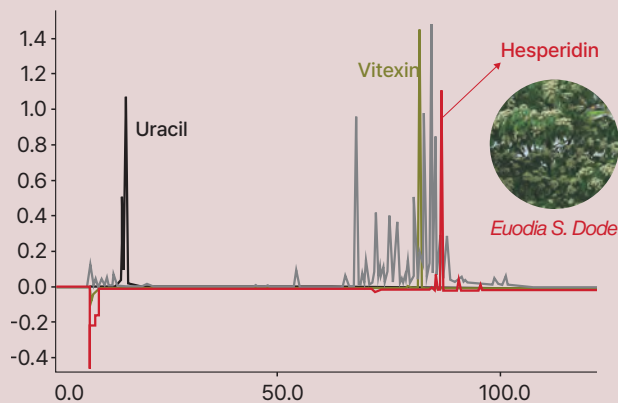
By optimizing the scalp environment, it promotes the growth of strong, healthy hair, helping to prevent hair loss and support overall scalp health.



- The Dishevelled-binding protein CXXC5 negatively regulates cutaneous wound healing. **Journal of Experimental Medicine**. 212:1061-1080 (2015)
- Targeting of CXXC5 by a competing peptide stimulates hair regrowth and wound-induced hair neogenesis. **Journal of Investigative Dermatology**. 137:2260-2269 (2017)
- KY19382, a novel activator of Wnt/ β -catenin signaling, promotes hair regrowth and hair follicle neogenesis. **British Journal of Pharmacology**. 178:2533-2546 (2021)

2. Hesperidin

A flavonoid compound derived from the natural plant *Euodia S. Dode*, hesperidin promotes rapid wound healing by supporting skin tissue regeneration. Additionally, it enhances the WNT signaling pathway activation of KY19382, further supporting hair growth and follicle regeneration.



- *Euodia daniellii* Hemsl. Extract and Its Active Component Hesperidin Accelerate Cutaneous Wound Healing via Activation of Wnt/ β -Catenin Signaling Pathway. **Molecules**. 27:7134-7148 (2022)



HERIBON "WNT ON" SHAMPOO 500 ml

Infused with three patented hair-strengthening ingredients, the "WNT ON" formula fortifies the scalp and hair, providing an effective all-in-one care solution. Its lightweight, fluid texture lathers into a rich, luxurious foam upon contact with water, allowing the "WNT ON" formula to stay on the scalp longer for maximum absorption and effectiveness.



HERIBON "WNT ON" HAIR TREATMENT 250 ml

The "WNT ON" formula, combined with patented root-strengthening ingredients, optimizes the scalp environment, helping to reduce hair loss while promoting stronger, healthier, and more vibrant hair. Additionally, its optimized formula enhances blood circulation, ensuring optimal nutrient delivery to the hair follicles. By sealing the gaps between lifted cuticles, it smooths rough, damaged hair, leaving it silky and revitalized.



HERIBON "WNT ON" SCALP SCALER 300 ml

The synergistic effect of the "WNT ON" formula and patented root-strengthening ingredients helps eliminate dead skin and improve abnormal scalp conditions. Its lightweight, liquid scaler allows for gentle application without irritation, ensuring deep scalp penetration. When used together with shampoo, it enhances scalp conditioning for optimal results.



HERIBON "WNT ON" HAIR TONIC 50 ml

Infused with the "WNT ON" formula, BHA, and menthol, this tonic provides intensive scalp care, targeting heat regulation, exfoliation, and nutrient absorption. Its cooling, refreshing water-based formula prevents oil buildup and hair clumping, leaving hair light, voluminous, and fresh. For best results, shake well before use.



"Unlock More Insights – Scan the QR Code!"



"Discover HERIBON – Watch Now!"



PTD-DBM is the precursor of KY19382 (MethoxyiminoDichloroIndirubin), the key active ingredient in HERIBON. It is a GMP-certified ingredient, rigorously tested with the goal of new drug development. Scan the QR code for more info about PTD-DBM from Google



PTD-DBM has been featured in the renowned British newspaper called London Daily News. Scan the QR code for more info.

HERIBON Intellectual Property



[US] Composition for Preventing Hair Loss or Promoting Hair Growth

[EU] Composition for Preventing Hair Loss or Promoting Hair Growth

[CN] Composition for Preventing Hair Loss or Promoting Hair Growth

[KR] Composition for preventing or promoting hair loss