



Training 2021

Overview.

1 Company

2 Hair care

3 Nutritional Supplements

4 Styling



Herbal secrets, revealed for you.

We have been cultivating our herbal expertise since 1890. We have over a century's experience in extracting natural active ingredients from hand-picked herbs, using special in-house methods to harness this treasure for our customers. And environmental sustainability is in our DNA. It's no wonder that when it comes to natural solutions, we are the top recommendation by pharmacists.



**THE POWER OF HERBS
PERFECTED.**

The family behind the RAUSCH brand.

With over 130 years of history, RAUSCH undoubtedly benefits from the Baumann family's intergenerational perspectives as the owners of the company. The family entrusts strategic decisions to the management team, which is currently headed by interim CEO Rolf Schmid.



The owner family Tom, Marco and Lucas Baumann

Our history makes us who we are today.

1890

The company is founded in Konstanz by German master hairdresser Josef Wilhelm Rausch.

1949

Swiss chemist Josef Baumann Widmer acquires the company and continues the life's work of founder Josef Wilhelm Rausch.

1968

Son Marco Baumann joins the company in 1968. Josef Baumann hands over the company to his two sons Marco Baumann and Dr J. Alexander Baumann at the start of 1975. The company becomes a public limited company.

2006

Marco Baumann takes over as sole owner of RAUSCH AG KREUZLINGEN.

2020

Marco Baumann steps down as Chairman of the Board and withdraws from the Board of Directors. His sons become the majority shareholders. Although the family business will now be run by the management team, it will continue to be owner-controlled by the three shareholders Marco Baumann, Lucas Baumann and Tom Baumann.

1900



In around 1900, Josef Wilhelm Rausch launches the first liquid hair cleansing soap 'Champooing'.

1903



With the help of centuries-old herbal wisdom handed down from monks, Josef Wilhelm Rausch develops his first hair tonic made from herbal juices, tinctures and extracts.

1951



RAUSCH brings the first alkali-free shampoo onto the market.

2000

The new and innovative triple-effect herbal protection system is launched for styling products.



2019



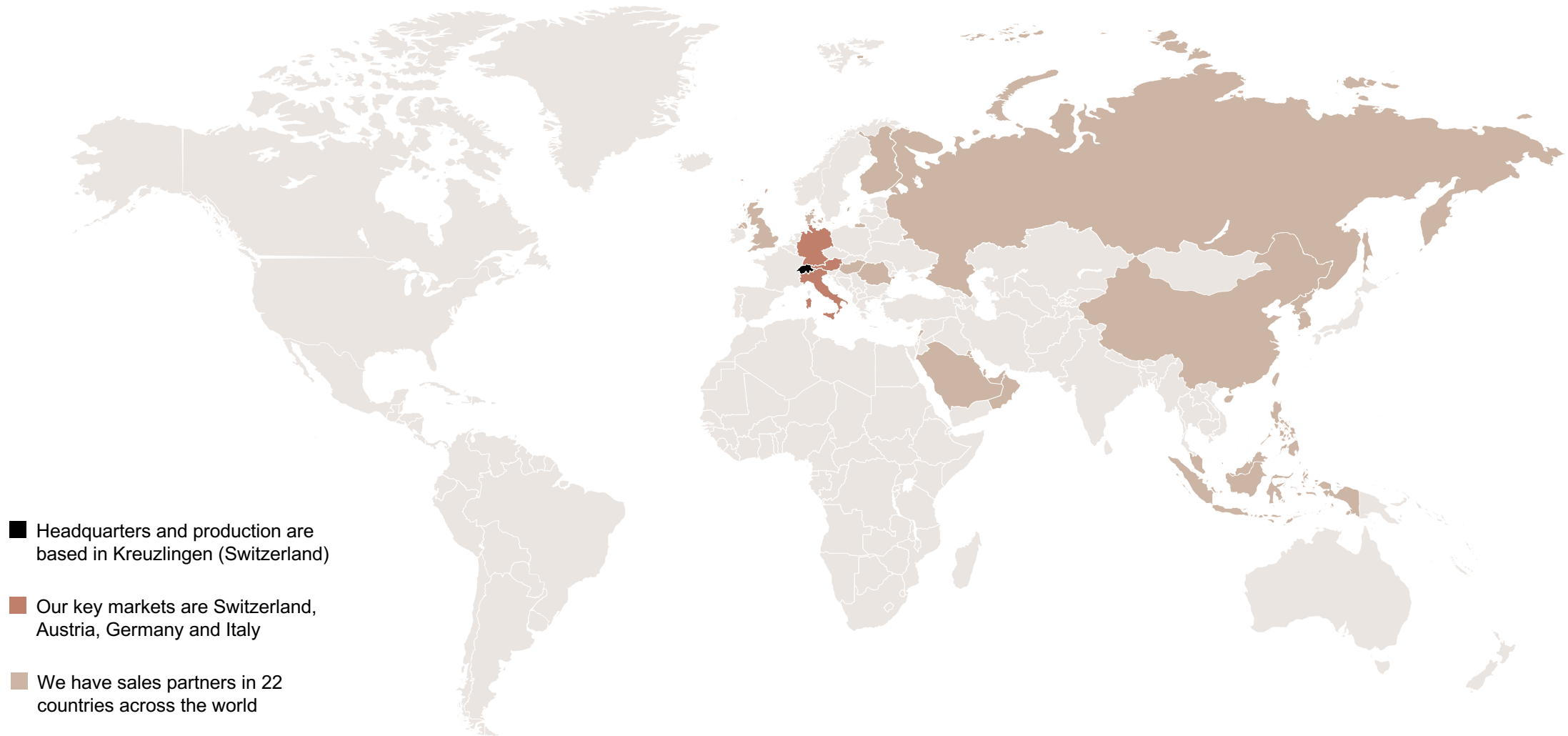
RAUSCH launches a new body care line for normal, sensitive and dry skin.

We are still writing
our success story.

For
decades now, we've
been the most
frequently recom-
mended brand of natural
hair care products
available
in pharmacies



A brand and a family business



Herbal secrets,
revealed for you.



Results you can see and feel.

RAUSCH has been building consumers' trust since 1890.

With over a century's experience in working with herbs and a thorough understanding of the effects of natural ingredients on skin and hair, RAUSCH has redefined boundaries time and again with its recipes and treatments – and doesn't plan on stopping any time soon.

Effect

The top recommended brand for natural products



Expertise

Many years of experience as a Swiss family business since 1890

Herbs and plants

We specialise in herbal hair and body care – and nature is in our DNA

Efficacy studies for our products.

We conduct cosmetic efficacy studies for our exclusive RAUSCH products. That means all of our claims are scientifically tested and approved.

These studies are usually carried out with 25 test persons, which, unlike medical drug trials, is more than sufficient and actually the recommended number of test persons for cosmetic products.

A group of this size provides reliable confirmation of the efficacy of the products.

Surfactants used in our products.

We use selected surfactants (cleansing substances) made from renewable raw materials that are ideal for the cleansing and care of the hair and scalp.

- **Panama bark extract** (Quillaia saponaria extract) with high levels of saponins, oxalic acid, quillaic acid, bitter compounds and starch. A natural cleansing substance manufactured in accordance with RAUSCH's in-house extraction process.
- **High-quality, mild surfactant** (Sodium Laureth Sulfate) produced on the basis of Mass Balance* palm kernel oil (*Elaeis guineensis* L.) and coconut oil (*Cocos nucifera* L.), with a high content of saturated fatty acids such as lauric acid (44 %), myristic acid (17 %) and palmitic acid (8 %). A gentle anionic cleansing substance.
- **Sugar surfactant** (Lauryl Glucoside) based on corn starch (*Zea sativa* L.) and coconut oil (*Cocos nucifera* L.). Especially mild non-ionic cleansing substance.

* As a devoted member of the 'Roundtable of Sustainable Palm Oil' (RSPO), we use only Mass Balance-certified lauryl ether sulphate (INCI: sodium laureth sulfate). In doing so, we directly support the sustainable cultivation of certified palm and palm kernel oil. Thanks to our strong ties to selected raw material suppliers, maintaining an ongoing dialogue and an insistence on sustainable sources, we have succeeded in achieving a new standard in this respect.

Holistic care solutions for healthier, beautiful hair.



Washing

Contains top-quality surfactants made from renewable raw materials for gentle, daily cleansing of the hair.



Provide nourishing care

Made with high-quality extracts so hair is better protected, shinier and easier to comb after every wash.



Intensify

Made with highly concentrated, beneficial ingredients to intensively nourish and revitalise the hair from within.



Strengthen

Made with high-quality extracts and essential oils to soothe and strengthen the scalp – the foundation for beautifully nourished hair.

Example illustration with Ginseng CAFFEINE LINE

Our complete RAUSCH product range 1/3.



Healthy hair



Coloured hair



Dry hair



Damaged hair



Fine hair



Greasy hair

Our complete RAUSCH product range 2/3.



First signs of grey



Greying or blonde hair



Highly sensitive scalp



Hair loss



Dandruff



Oily dandruff, redness and itchiness

Our complete RAUSCH product range 3/3.



Styling Flexible



Styling Strong



Styling Fresh



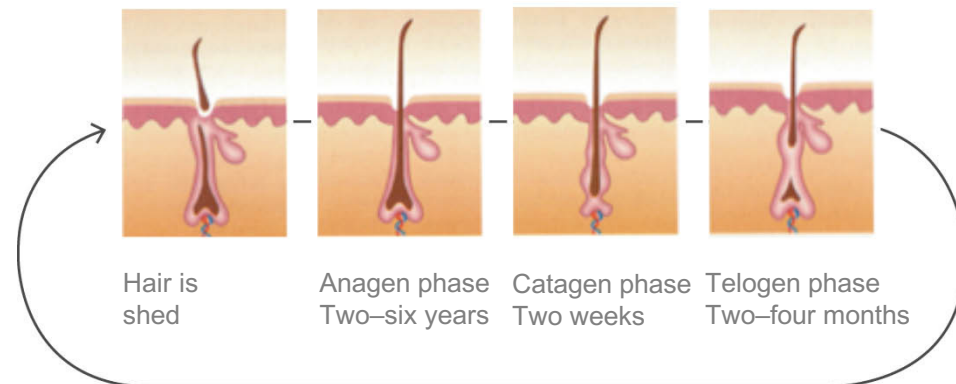
Nutritional supplements



Hair care.

The hair growth cycle.

The hair undergoes cycles of growth and rest. A normal hair growth cycle normally ends in a process called 'shedding'. The average person loses about 60 to 80 hairs per day, and up to 100 hairs a day in spring and autumn.



Anagen phase (active growth phase)

- The hair follicle produces a hair
- Grows at a rate of approx. 1 cm/month
- Around 90 % of hair on the head is in this stage

Catagen phase (transitional phase)

- In this phase, lasting between one and two weeks, a process of restructuring takes place within the hair root
- The hair matrix shrinks, the outer root sheath closes and attaches to the root of the hair

Telogen phase (rest phase)

- A bulb of fully keratinised cells is formed at the bottom of the hair shaft, forming a 'club hair'
- The club hair is then pushed upwards in the follicular canal until it is just beneath the opening of the sebaceous gland
- Telogen hair is pulled from the scalp by external mechanical influences, e.g. combing, brushing, washing, or is pushed out by newly growing hair

Hair structure.

The hair shaft is comprised of three layers:

The cuticle

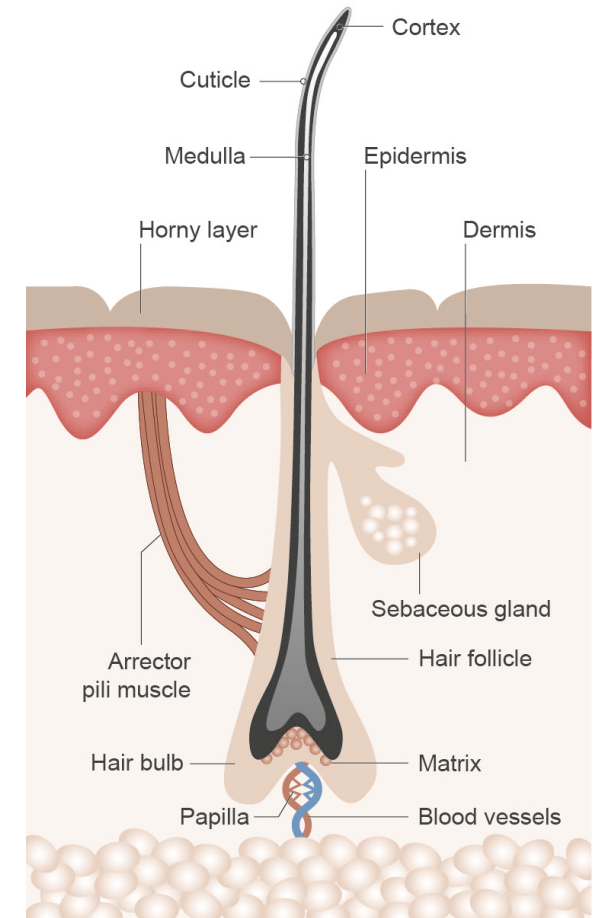
- The hair's outer-most layer, encloses and protects the inner layers of the hair
- Colourless and transparent
- Very important for suppleness and shine

The cortex

- The thickest of the three layers, making up 80 to 90 % of the hair's diameter
- Formed from keratinised fibre cells
- Each fibre cell is formed of many thousands of protein molecules (keratin). The cortex also contains the hair's pigment (melanin), which gives it its colour

The medulla

- Forms the core of the hair
- Diameter varies depending on hair thickness



Other structures attached to the hair.

Sebaceous gland

- Sac-like organ, opens into the hair follicle under the surface of the skin
- Occurs on all parts of human skin except on the palms of the hands and soles of the feet
- They are most abundant on the scalp

Sweat gland

- Thin, narrow organ; starts as a cluster at the boundary between the dermis and hypodermis
- It has a spirally coiled duct that opens onto the epidermis
- Distributed all over the body – occurring most densely on the skin of the forehead, soles of the feet and palms of the hands

Arrector pili muscle

- These muscles are what cause the goosebump effect on skin in cold temperatures
- We don't have these muscles in our eyebrows or eyelashes

Nerves

- Due to their large number of nerve endings, hair is very sensitive to external influences

Hair characteristics.

Hair thickness

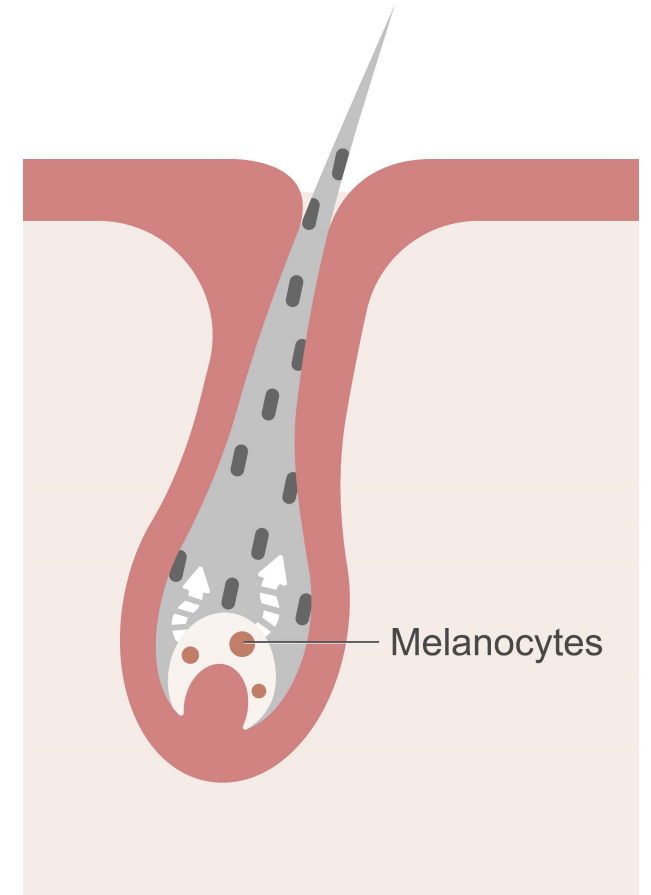
- Each person has 80,000 to 140,000 strands of hair on their head (this number is linked to ethnicity and age)
- 200 strands of hair/cm², depending on hair colour

Hair strength

- Varies from person to person, depending on how many blood vessels are around the hair shaft; the better the blood and nutrient supply, the thicker the hair will be.
Thin 0.03 mm, average 0.07 mm, thick 0.12 mm

Hair colour

- Hair's natural pigment (melanin) is formed by melanocytes. Two natural pigments: black and brown eumelanin and red pheomelanin
- Grey/white hair: as part of the ageing process, enzyme activity in the hair root lessens or stops entirely. This means that melanocytes stop producing melanin. The age at which this process begins is predetermined by genetics or influenced by hormones



Experience healthy, strong and beautiful hair. Our hair care lines contain high-quality natural herbal extracts to provide just the right care for your individual hair type.

**OUR HAIR CARE
FOR HEALTHY HAIR**

- ✓ Individual solutions for every hair type
- ✓ With precious and powerful herbal extracts
- ✓ Silicone-free
- ✓ Vegan*
- ✓ Selected surfactants made from renewable raw materials

* Exceptions: Egg-Oil NOURISHING SHAMPOO and Amaranth SPLISS-REPAIR-CREAM.

Our tips for beautiful, healthy hair.

- Do not wash with water that is too hot. The higher the water temperature, the more damage it causes to the hair.
- Only a small amount of shampoo is needed.
Even a small amount of lather is enough to cleanse the hair thoroughly.
- Use a terry towel to gently squeeze excess moisture from the hair; do not rub.
- Avoid using the high heat settings on your blow-dryer.
- A gentle scalp massage stimulates blood circulation and promotes healthy hair growth.

Healthy hair.

Characteristics

- Good circulation in the scalp
- Smooth surface, shiny hair
- An even hair shaft
- Hair is flexible and has bounce

Prerequisites

- Balanced nutrition and lifestyle



Swiss Herbal CARE LINE.



**Swiss Herbal
CARE SHAMPOO**

- ✓ Gently cleanses and nourishes
- ✓ Strengthens and protects for a healthy scalp and beautiful hair
- ✓ With precious extracts of Swiss chamomile blossom, horsetail and ribwort plantain



**Swiss Herbal
CARE RINSE CONDITIONER**

- ✓ Instantly detangles, and ensures combability, suppleness and shine
- ✓ With precious extracts of Swiss chamomile blossom, horsetail and ribwort plantain



**Swiss Herbal
DETANGLING SPRAY CONDITIONER**

- ✓ Instant care for long, unruly hair; especially suitable for children
- ✓ With precious extracts of Swiss chamomile blossom, horsetail and birch



**Swiss Herbal
HAIR TONIC**

Swiss Herbal HAIR TONIC.

- ✓ Stimulates the scalp and strengthens the hair
- ✓ Refreshes, prevents dandruff formation and alleviates itchiness
- ✓ With precious extracts of nettle, ribwort plantain, Swiss chamomile blossom, oak bark, tobacco and houseleek

Application Apply daily to the scalp and massage gently. Do not rinse.



Our precious herbs for healthy hair and natural shine.



Chamomile
(*Chamomilla recutita* L.)

Has a calming, anti-inflammatory and antibacterial effect. Chamomile blossom extract with antiseptic active ingredients provides gentle, balancing care for the scalp, alleviates redness and prevents irritation.



Nettle
(*Urtica dioica* L.)

Contains a variety of substances, including vitamins, tannins, mineral salts and precious amino acids. Effectively supports the functions of the scalp and promotes hair growth.



Ribwort plantain
(*Plantago lanceolata* L.)

Contains exceptionally mild mucilages, silicic acid, tannins, flavonoids and minerals with a high zinc and potassium content. Has an anti-inflammatory, soothing and strengthening effect on the scalp.

Our precious herbs for healthy hair and natural shine.



Horsetail

(*Equisetum arvense* L.)

Rich in naturally pure silica. Horsetail smooths and regenerates the outer layer of the hair shaft. The hair becomes robust, strong and gains resilience and natural shine.



Houseleek

(*Sempervivum tectorum* L.)

Rich in soothing and anti-inflammatory mucilages. Its extracts provide effective protection for the hair and have a beneficial effect on the functions of the scalp.

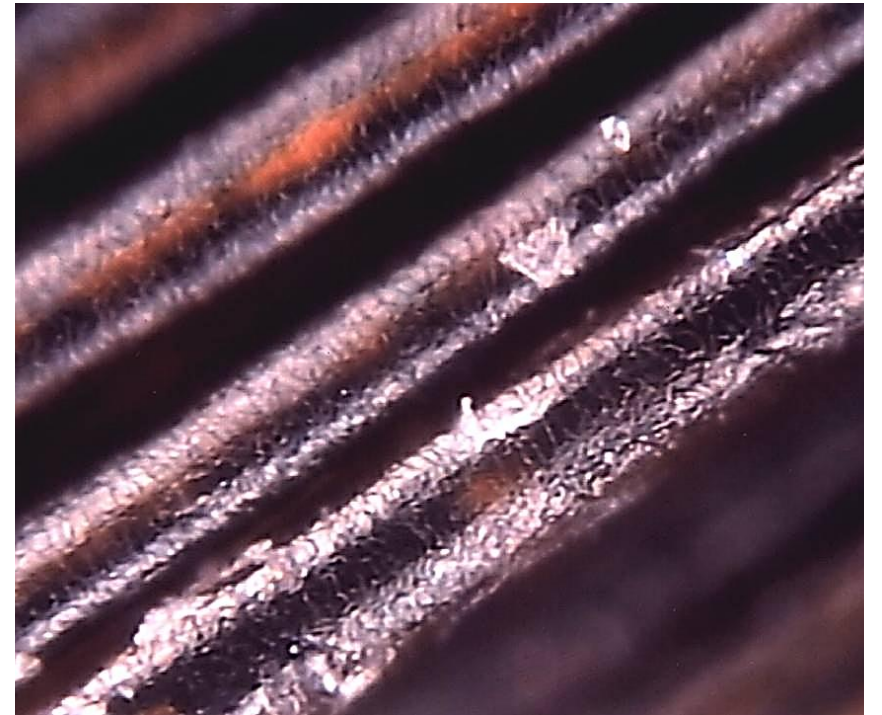
Dyed hair.

Characteristics

- Brittle, lacklustre and dull
- Split ends

Aims

- Protect the colour intensity
- Preserve the hair structure
- Luminosity and colour brilliance
- Smoothness and shine



Avocado COLOUR-PROTECTING LINE.



**Avocado
COLOUR-PROTECTING
SHAMPOO**

- ✓ Guarantees prolonged colour brilliance and shine for coloured and highlighted hair
- ✓ Prevents rapid fading
- ✓ With precious avocado oil and horsetail extract



**Avocado
COLOUR-PROTECTING RINSE
CONDITIONER**

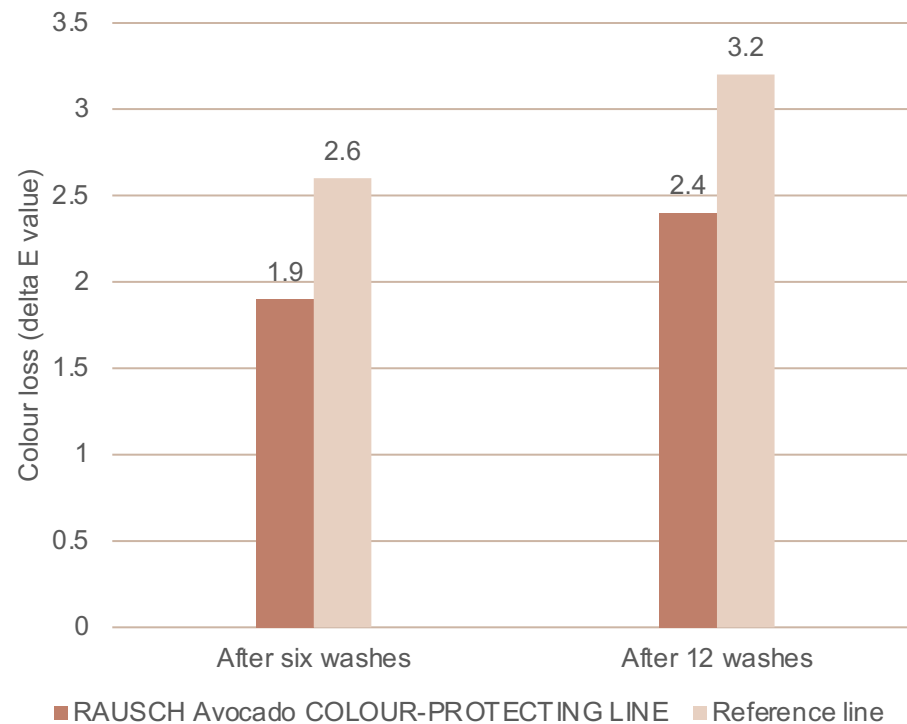
- ✓ Gives intense colour vibrancy to coloured and highlighted hair, protects hair structure and improves combability
- ✓ With precious avocado oil, and horsetail and aronia berry extracts



**Avocado
COLOUR-PROTECTING SPRAY
CONDITIONER**

- ✓ Preserves the hair's rich colour brilliance and shields against fading
- ✓ Improves combability and gives hair a silky shine
- ✓ With naturally pure avocado oil and horsetail extract

Proof of efficacy Avocado COLOUR-PROTECTING LINE.



Method

Tresses of hair, dyed red, were washed 12 times under pre-defined, standard conditions at a renowned testing institute. One was treated with RAUSCH Avocado COLOUR-PROTECTING LINE, one without. The Mercury hair colour assessment was carried out after each wash.

Result

The hair treated with RAUSCH significantly retained its red colour and brilliance, both visibly and measurably. The RAUSCH Avocado COLOUR-PROTECTING LINE prevents synthetic, dyed hair colours from fading.

Proof of efficacy Avocado COLOUR-PROTECTING LINE.



Untreated

Treated

Our precious herbs for coloured hair.



Avocado

(Persea gratissima L.)

Rich in vitamins A, E and D and minerals. Avocado oil prevents the hair from drying out and provides natural suppleness.



Horsetail

(Equisetum arvense L.)

Rich in naturally pure silica. Horsetail smooths and regenerates the outer layer of the hair shaft. The hair becomes robust, strong and gains resilience and natural shine.



Aronia

(Aronia melanocarpa L.)

The aronia berry, also known as black chokeberry, has a very strong antioxidant effect thanks to its high content of polyphenols and vitamin C.

Dry and brittle hair.

Characteristics

- Straw-like, lacklustre and dull
- Dry, naturally curly hair

Causes

- Aggressive, low-quality products
- Underfunctioning sebaceous glands
- Anti-grease products are too strong
- Sun, blow-drying too hot
- Hormonal imbalances
- Lack of unsaturated fatty acids, unbalanced diet, low fat diet



Wheatgerm NOURISHING LINE.



Egg-Oil NOURISHING SHAMPOO

- ✓ Nourishes dry hair, providing suppleness and shine
- ✓ Transforms dull, brittle hair into hair that shines with pure vitality
- ✓ With high-quality proteins from fresh egg yolk and wheat germ extract



Wheatgerm NOURISHING RINSE CONDITIONER

- ✓ Coats the hair and provides it with essential nutrients
- ✓ Restores vitality and shine
- ✓ With high-quality extracts of wheat germ, wheat bran and horsetail



Wheatgerm MOISTURISING SPRAY CONDITIONER



Wheatgerm NOURISHING PACK

Wheatgerm MOISTURISING SPRAY CONDITIONER.

- ✓ Delivers long-lasting intensive hydration, protects hair from damaging UV rays and prevents it from drying out
- ✓ With carefully selected extracts of wheat germ, dragon fruit and fig

Application Spray onto damp or dry hair. Do not rinse.



UV protection. Hair vs. skin.

Hair protection factor

Hair is made up of more than 90 % protein, but also contains the amino acids cystine and tryptophan.

Indications of UV damage:

- Cystine oxidises to cysteic acid
- Tryptophan is broken down

Determining UV protection for hair is done by analysing these two amino acids.

Skin protection factor

Determining SPF/LSF protection is done by comparing the minimum erythema (skin reddening) dosage (MED) of skin protected with the test product and the MED for unprotected skin.

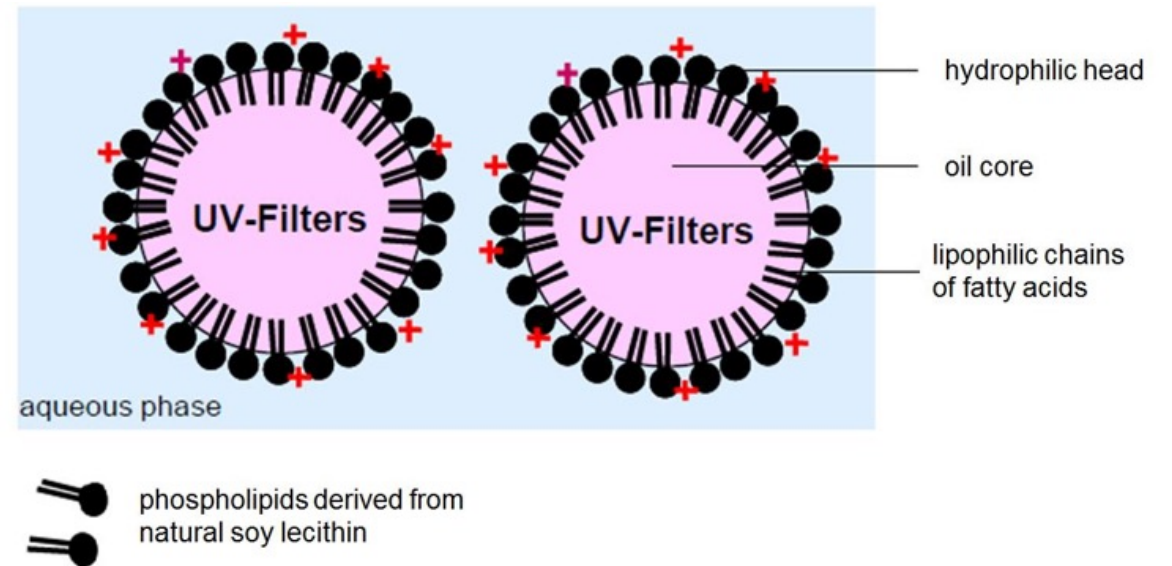
Standardised procedure

Determining UV protection for the skin is based on the minimum erythema dosage (MED) for protected and unprotected skin.

UV protection – active ingredient.

Cationic nanoemulsion with encapsulated UV filter

The cationic (=positive) charge causes the UV protection to adhere to the negatively charged hair. The nano particles open and the sun protection filter flows out, enveloping the hair in a fine film.



Wheatgerm NOURISHING PACK.

- ✓ Rich hydrating treatment that penetrates deep into the scalp and hair fibres
- ✓ For healthy, revitalised hair
- ✓ With natural horsetail extract, wheat germ oil and cold-pressed sunflower oil

Application Apply to damp hair right to the ends. Leave on for at least 10-15 minutes (with heavily damaged hair in the sauna or overnight). Rinse thoroughly.

Ideal as an intensive treatment for hair that has been exposed to chemical treatments or sun, chlorine and salt water.



Our precious herbs for dry and brittle hair.



Wheat

(*Triticum vulgare* L.)

Wheat germ extract and wheat bran are rich in proteins, vitamins B and E, natural lipids and polyunsaturated fatty acids. They supply moisture, suppleness and help prevent dehydration.



Horsetail

(*Equisetum arvense* L.)

Rich in naturally pure silica. Horsetail smooths and regenerates the outer layer of the hair shaft. The hair becomes robust, strong and gains resilience and natural shine.



Sunflower

(*Helianthus annuus* L.)

Rich in polyphenols and photoreceptors, sunflower acts as a natural sunscreen. Hydrates the hair and leaves it soft and supple.

Our precious herbs for dry and brittle hair.



Dragon fruit
(Hylocereus undatus L.)

This plant produces some of the largest flowers in the plant world. They bloom for just one night in the rainy season. A dragon fruit is made up of more than 90 % water.



Fig
(Ficus caria L.)

Figs originally come from the Near East and have refreshing, antioxidant and hydrating effects. Fig extracts provide suppleness, elasticity and bounce.

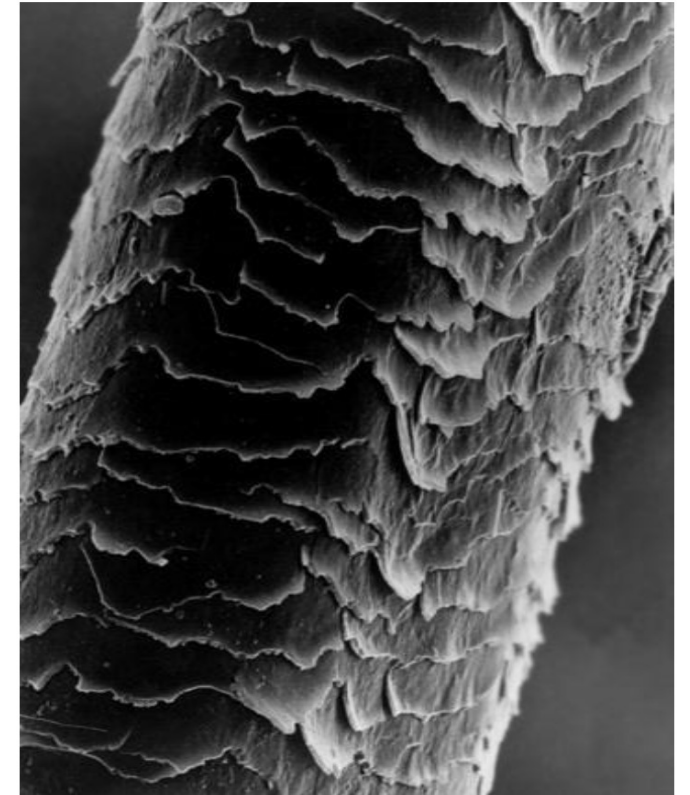
Damaged and brittle hair.

Characteristics

- Damaged hair structure
- Damaged hair that is dull and breaks easily
- Straw-like, lacks elasticity
- Difficult to comb

Causes

- Physical strain
- Chemical treatments
- Pharmaceuticals
- Environmental influences such as UV rays, wind, sea and chlorinated water



Amaranth REPAIR LINE.



**Chamomile-Amaranth
REPAIR SHAMPOO**

- ✓ Mild restorative care for greater elasticity and shine
- ✓ Strengthens and smooths damaged hair
- ✓ With carefully selected extracts of chamomile blossom, amaranth and panama bark



**Amaranth
REPAIR RINSE CONDITIONER**

- ✓ Gives suppleness and shine to damaged hair
- ✓ Balances porous areas of the hair, increasing elasticity
- ✓ With amaranth oil and selected extracts of quinoa and chamomile blossom

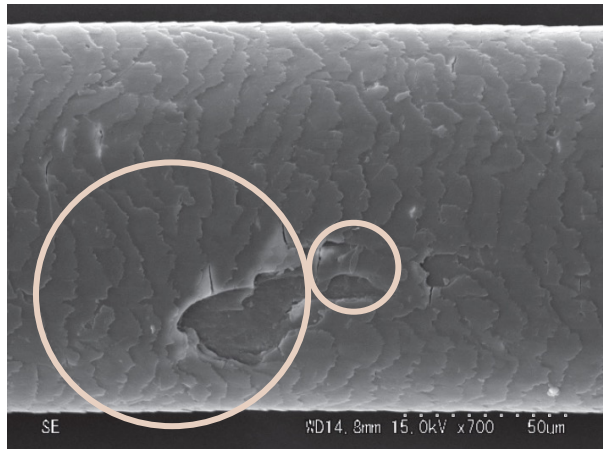


**Amaranth
REPAIR SERUM**

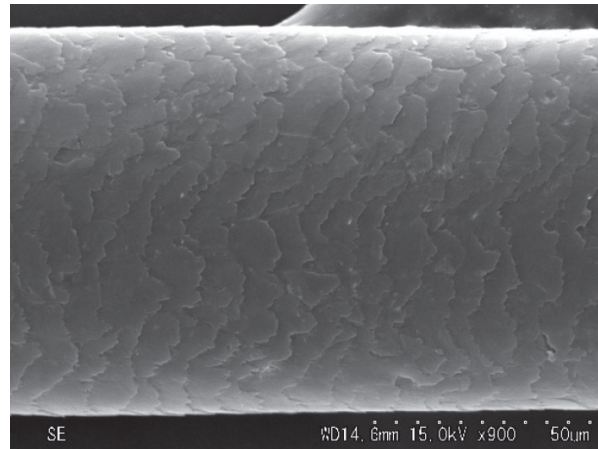


**Amaranth
SPLISS-REPAIR-CREAM**

Proof of efficacy Amaranth REPAIR RINSE CONDITIONER.



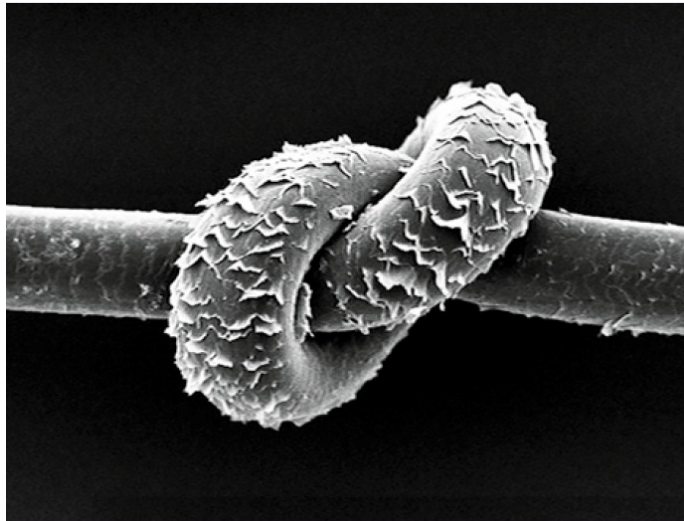
Damaged hair
Without RAUSCH Amaranth
REPAIR RINSE
CONDITIONER



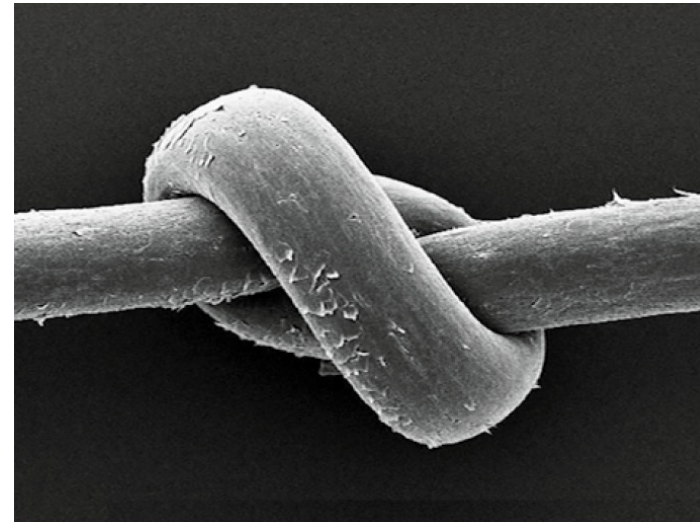
Regenerated, nourished hair
With RAUSCH Amaranth
REPAIR RINSE
CONDITIONER

These images, taken by a renowned institute, confirm that RAUSCH Amaranth REPAIR RINSE CONDITIONER guarantees long-term protection after just one application. It leaves the hair's surface smooth and strong, with an even shine.

Proof of efficacy Amaranth REPAIR RINSE CONDITIONER.



Damaged hair
Without RAUSCH Amaranth
REPAIR RINSE CONDITIONER



Regenerated, nourished hair
With RAUSCH Amaranth
REPAIR RINSE CONDITIONER

Amaranth REPAIR SERUM.

Intensive triple-action hair care:

- ✓ Strengthens and nourishes, repairs hair structure and protects against hair breakage and split ends
- ✓ With a unique active complex containing amaranth, argan and abyssinian oil

Application Before washing: Proven to repair the inner structure of the hair cell as well as the hair surface. Hydrates and gives suppleness.

After washing: Protects from drying out and provides intensiv care.



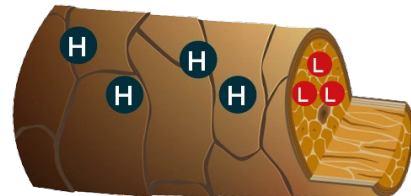
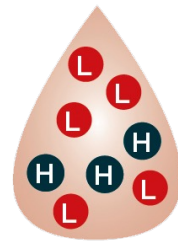
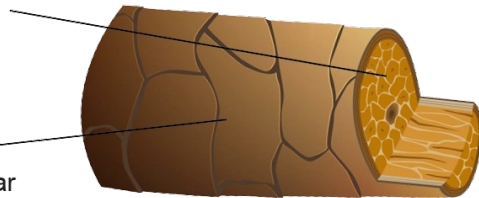
Amaranth REPAIR SERUM.

Keratin = protein
Component of the hair
structure (internal)

Ceramide = lipid (fat)
Component of the intercellular
lipids in the cuticle (external)

L Low molecular weight
component

H High molecular weight
component



The lipid layer between the cells of the cuticle is damaged and broken down by external, mechanical influences.

RAUSCH Amaranth REPAIR SERUM can restore the intercellular lipid layer, which strengthens the hair.

Our precious herbs for damaged and brittle hair.



Amaranth

(*Amaranthus caudatus* L.)

Has its origins in Mexico, Central and South America. The oil is extracted from the seeds, which contain 5 – 8 % oil. Squalene, vitamin E and linoleic acid have protective and antioxidant effects.



Chamomile

(*Chamomilla recutita* L.)

Has a calming, anti-inflammatory and antibacterial effect. Chamomile blossom extract with antiseptic active ingredients provides gentle, balancing care for the scalp, alleviates redness and prevents irritation.



Crambe

(*Crambe abyssinica* L.)

The seeds of the crambe plant measure approx. 3 mm and have an oil content of approx. 30 %. They contain beneficial substances such as unsaturated fatty acids (especially erucic acid), linoleic acid and oleic acid. The oil nourishes the hair, leaving it shiny and supple.

Our precious herbs for damaged and brittle hair.



Horsetail
(*Equisetum arvense* L.)

Rich in naturally pure silica. Horsetail smooths and regenerates the outer layer of the hair shaft. The hair becomes robust, strong and gains resilience and natural shine.



Argan
(*Argania spinosa* L.)

The argan tree is also referred to as the 'tree of life'. The almond-shaped nuts contain roughly 50 % oil with 80 % pure unsaturated fatty acids, primarily omega-6 and vitamin E. The oil provides elasticity and protects the hair from heat.

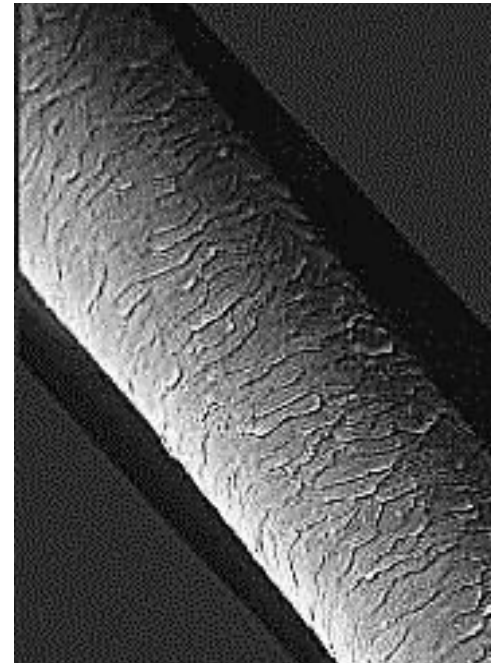
Fine hair that lacks volume.

Characteristics

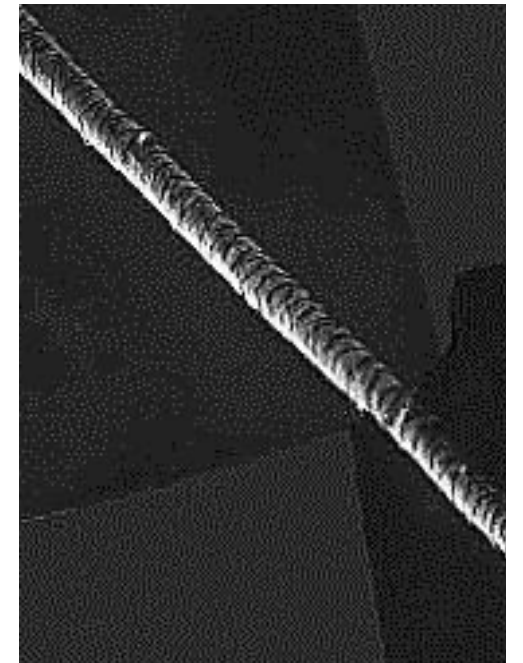
- Very thin, fine hair
- Lack of volume
- Sensitive and weak
- Common among infants and postmenopausal individuals

Causes

- Genetics
- A decrease in hormone production (with increasing age)
- Nutrient deficiency



Normal hair
(\varnothing 0.05 bis 0.12 mm)



Fine children's hair
(\varnothing 0.03 to 0.05 mm)

Mallow VOLUME LINE.



**Mallow
VOLUME SHAMPOO**

- ✓ Especially gentle care that gives volume and natural shine
- ✓ Ideal for frequent shampooing
- ✓ Will not sting the eyes; suitable for children
- ✓ With precious extracts of mallow, lime blossom and quinoa



**Mallow
VOLUME RINSE CONDITIONER**

- ✓ Restores long-lasting volume and silky shine to fine, lifeless hair
- ✓ With high-quality extracts of mallow, lime tree sprouts, millet and roseroot

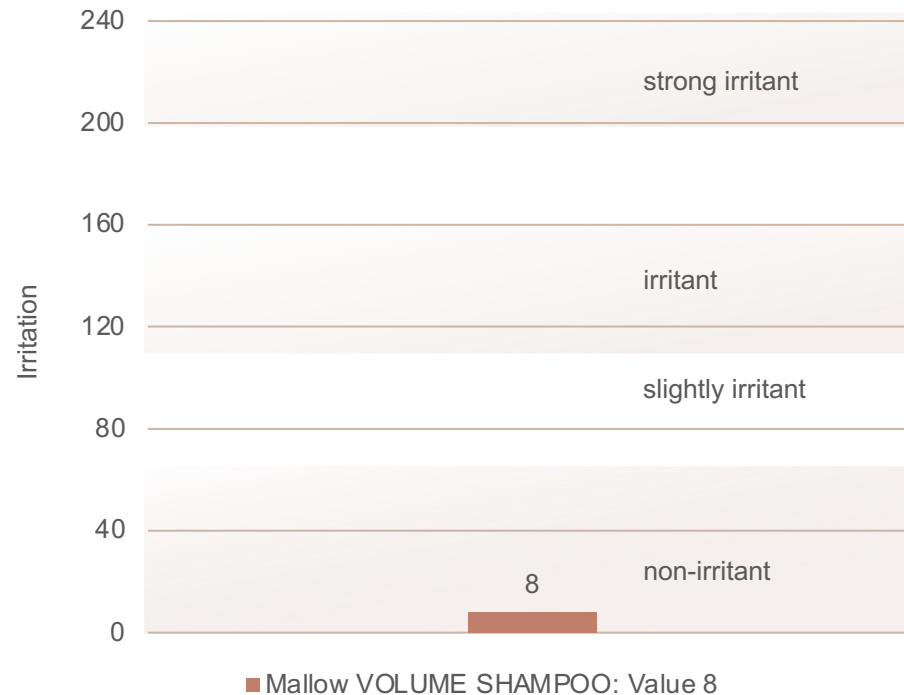


**Mallow
VOLUME SPRAY CONDITIONER**

- ✓ Boosts the hair's resilience, giving expression and body with maximum volume
- ✓ With naturally pure extracts of mallow and millet

Proof of efficacy

Mallow VOLUME SHAMPOO.



Ophthalmological test in vivo

Method

In order for the product to come into contact with the eye, an ophthalmologist applied RAUSCH Mallow VOLUME SHAMPOO to one eye and the reference shampoo to the other.

Result

RAUSCH Mallow VOLUME SHAMPOO scored 8 on the evaluation scale (non-irritating). Any value below 70 is considered non-irritating. **Ophthalmologist's conclusion: RAUSCH Mallow VOLUME SHAMPOO is very well-tolerated by the eyes.**

There were also no reports of any eye reactions after three weeks of use. The test persons' tears were also assessed. An average score of 2 is considered not to cause watering eyes.

RAUSCH Mallow VOLUME SHAMPOO is well below this level with a score of 0.5. **This product does not make your eyes water.**

Our precious herbs for fine hair that lacks volume.



Mallow
(*Malva sylvestris* L.)

Is known for its high content of valuable coating mucilages. This gives it a soothing and skinsoftening effect. It protects fine and sensitive hair.



Millet
(*Panicum miliaceum* L.)

Contains a high proportion of proteins, minerals, vitamins, trace elements and silica (silicon), which is vital for healthy skin and hair. It strengthens the hair and maintains its natural elasticity.



Roseroot
(*Rhodiola rosea* L.)

Rich ingredients such as phenylpropanoids (rosavin, rosin and rosarin), flavonoids and phenolic acid soothe and strengthen the scalp with their active, natural anti-ageing effect.



Lime blossom
(*Tilia cordata* L.)

Rich in mild mucilages and flavonoids. Has a soothing and calming effect. Lime blossoms exude a sweet fragrance and are found in Europe and North America, most commonly in avenues, parks and deciduous forests.

Greasy hair.

Characteristics

- Oily, stringy hair and a scalp that gets greasy fast
- Lacks volume
- Bacterial contamination
- Unpleasant odours

Causes

- Disturbance to the balance of hormones
- Stress and nutritional imbalance
- Genetic factors
- Using the wrong hair care products



Greasy hair



Oily scalp

Seaweed DEGREASING LINE.



**Seaweed
DEGREASING SHAMPOO**

- ✓ Gently regulates the sebaceous glands and inhibits oily build-up
- ✓ For weightless, beautifully fresh hair with natural volume
- ✓ Made from 40 % precious extracts of seaweed, horsetail and panama bark



**Seaweed
DEGREASING RINSE CONDITIONER**

- ✓ Effectively inhibits oil production, coats the hair in a microfine protective film and leaves it feeling fresh
- ✓ Oil-free gel with precious extracts of seaweed and thyme oil



**Seaweed
SCALP PACK**

Seaweed SCALP PACK.

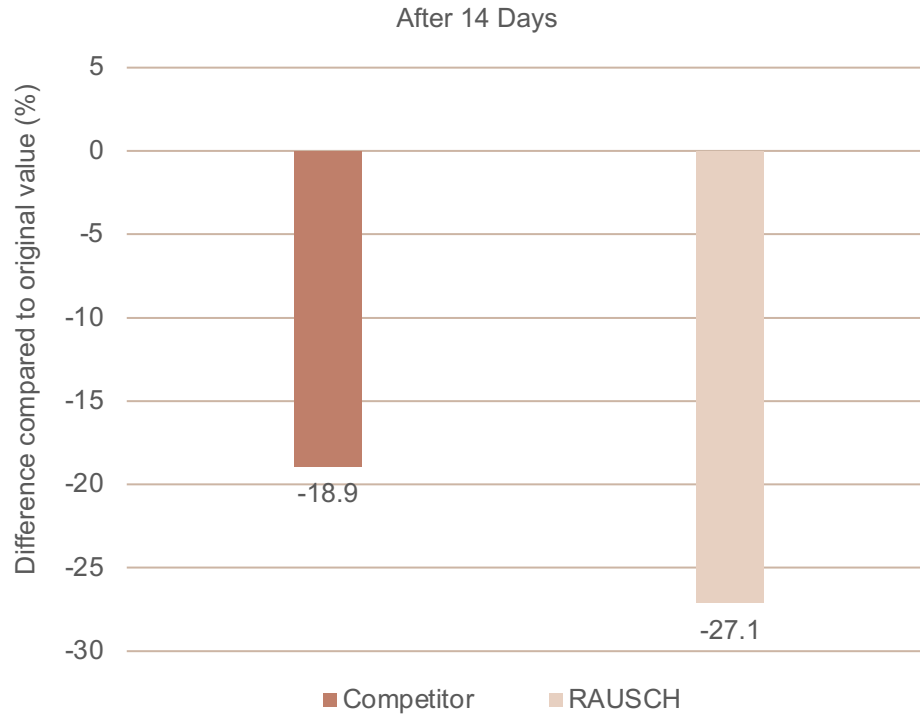
- ✓ Detoxifies, soothes and refreshes
- ✓ Alleviates redness and itchiness
- ✓ Mildly antiseptic
- ✓ With a natural active complex of green clay, lava clay, nutrient-rich mud and extracts of seaweed, algae and sage oil

Application Apply in lines to dry or wet scalp. Leave on for 5-10 minutes, then rinse thoroughly with warm, not too hot water.



Proof of efficacy

Seaweed SCALP PACK.



Reducing the amount of sebum

Method

A Sebumeter was used to measure the lipid content before and after the application of various products. The RAUSCH Seaweed DEGREASING SHAMPOO and Seaweed SCALP TREATMENT were compared with rival products for greasy hair.

Result

After just 14 days, the amount of sebum had reduced by 27,1 %.

Our precious herbs for greasy hair.



Seaweed

(*Fucus vesiculosus* L.)

Rich in mineral salts, mucilages, iodine and polyphenols. Has a stimulating and regulating effect on the sebaceous glands and on the metabolism of the scalp.



Sage

(*Salvia officinalis* L.)

Contains valuable essential oil, tannins and flavonoids. Has an anti-inflammatory, antiperspirant and calming effect. Disinfects and deodorises the scalp and provides the hair with a fresh, long-lasting fragrance.



Horsetail

(*Equisetum arvense* L.)

Rich in naturally pure silica. Horsetail smooths and regenerates the outer layer of the hair shaft. The hair becomes robust, strong and gains resilience and natural shine.

Our precious herbs for greasy hair.



Green clay
(Montmorillonite)

Rich in minerals like magnesium, calcium, phosphorus, zinc, aluminium, silicon and copper. Has a mildly antiseptic effect, regulates the scalp flora and strengthens the scalp.



Ghassoul
(Moroccan lava clay)

With magnesium silicates. Mildly cleanses, absorbs excess sebum and maintains the scalp's natural balance.



Colloidal silt
(Silt)

Contains mainly humic acid, amorphous silicon, fatty acids, trace elements, vitamins A and B, chlorophyll and minerals.

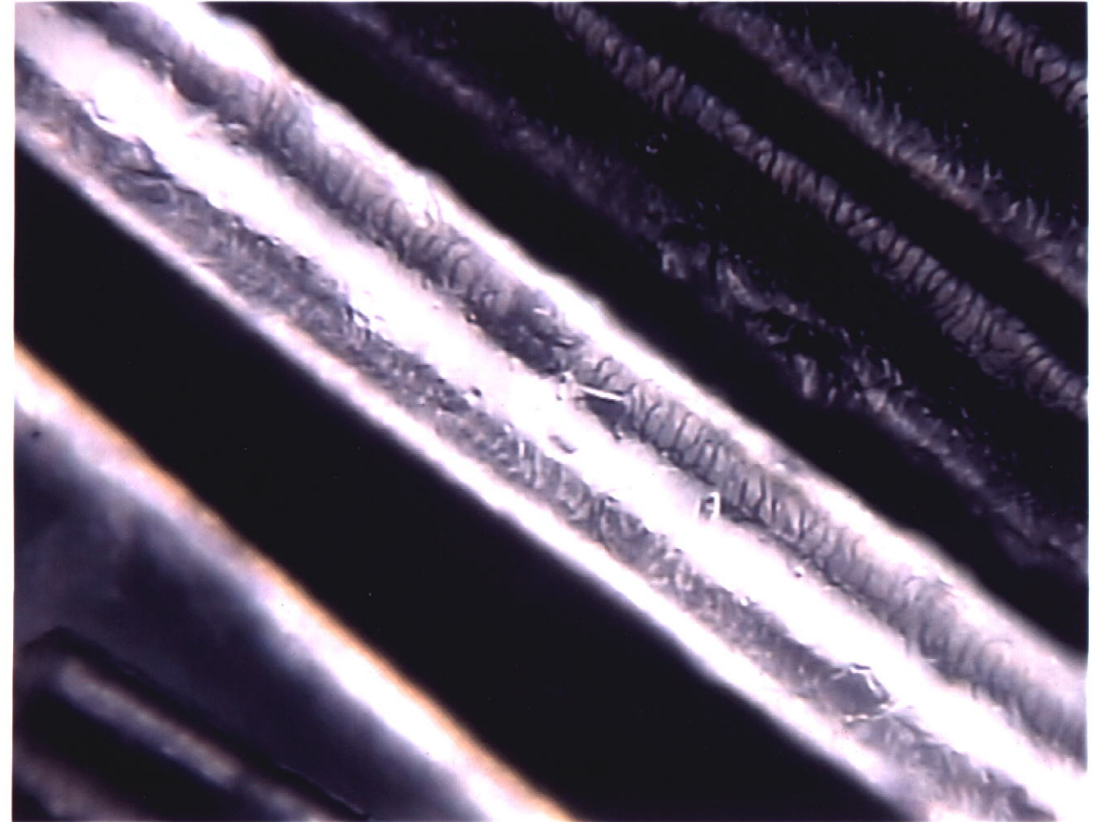
The first signs of grey.

Characteristics

- Melanocytes produce the pigment melanin, which lends hair its natural colour.
- As we age, our bodies produce less melanin, causing the hair to grey and eventually go white due to the loss of pigment.
- Up to a certain point, we can influence or reverse this decline in melanin production.

Causes

- Greying hair is a natural biological process associated with the aging process
- Genetics, stress or age-related changes
- Can be intensified by environmental influences



Grey hair is caused by the gradual loss of melanin.

Hair greying is a natural, biological ageing process that normally begins around the age of 30.

Greying process



The magic ingredient: palmitoyl tetrapeptide-20.

A peptide is an organic compound composed of amino acids, connected to one another by peptide bonds. Long polypeptide chains are also called proteins.

Thanks to its mechanism of action (binds to melanocytes), this peptide works effectively on both of the following factors:

- Boosting melanin production in the hair root
- Reducing oxidative stress and, as a result, retaining natural hair pigmentation

For radiantly beautiful grey or blonde.

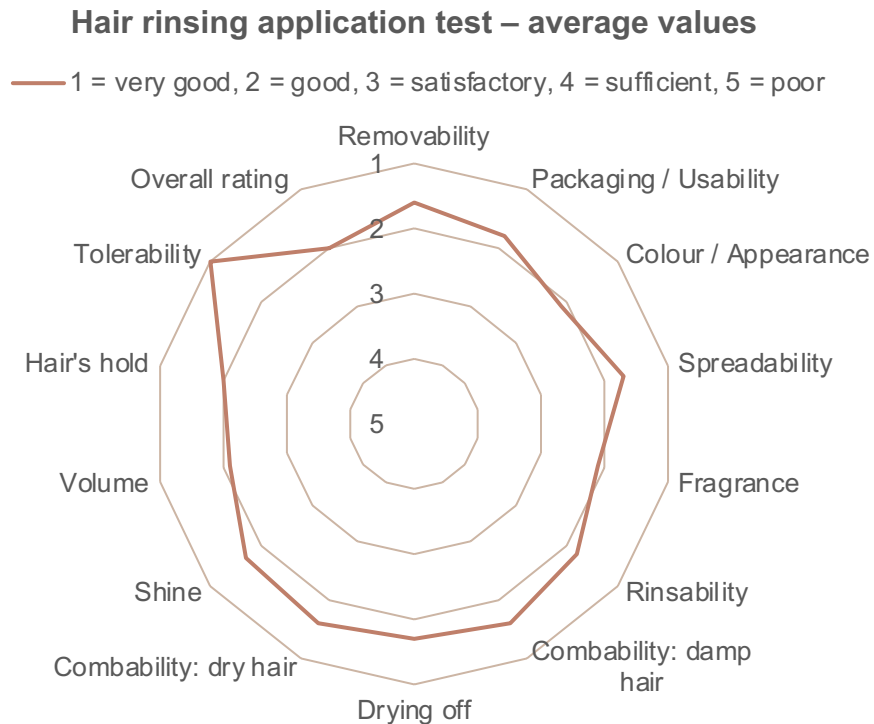


SAGE SILVER-SHINE LINE

- ✓ Counteracts yellow hues with lasting effect
- ✓ Protects the hair's surface and gives it moisture
- ✓ Hair regains vitality and resilience
- ✓ Refreshes, vitalises and deodorises

Proof of efficacy

Sage SILVER-SHINE SHAMPOO and RINSE CONDITIONER.



Method

20 test persons used RAUSCH Sage SILVER SHINE SHAMPOO and RINSE for greying or blonde hair twice a week for four weeks. Experts asked the test persons a series of questions and evaluated their answers.

Result

- 75 % were happy to report shinier hair (after just two to three uses)
- 75 % felt happier and more satisfied with their hair
- 90 % rated both wet and dry combability as very good
- 100 % confirmed optimum tolerability

Our precious herbs for greying and blonde hair.



Sage
(*Salvia officinalis* L.)

Contains valuable essential oil, tannins and flavonoids. Has an anti-inflammatory, antiperspirant and calming effect. Disinfects and deodorises the scalp and provides the hair with a fresh, long-lasting fragrance.



Aloe vera
(*Aloe vera* L.)

Rich in amino acids, vitamins, minerals and mucopolysaccharides. Aloe vera supplies moisture, strengthens and nourishes the scalp. Prevents the hair from drying out.



Nettle
(*Urtica dioica* L.)

Contains a variety of substances, including vitamins, tannins, mineral salts and precious amino acids. Effectively supports the functions of the scalp and promotes hair growth.



Ribwort plantain
(*Plantago lanceolata* L.)

Contains exceptionally mild mucilages, silicic acid, tannins, flavonoids and minerals with a high zinc and potassium content. Has an anti-inflammatory, soothing and strengthening effect on the scalp.

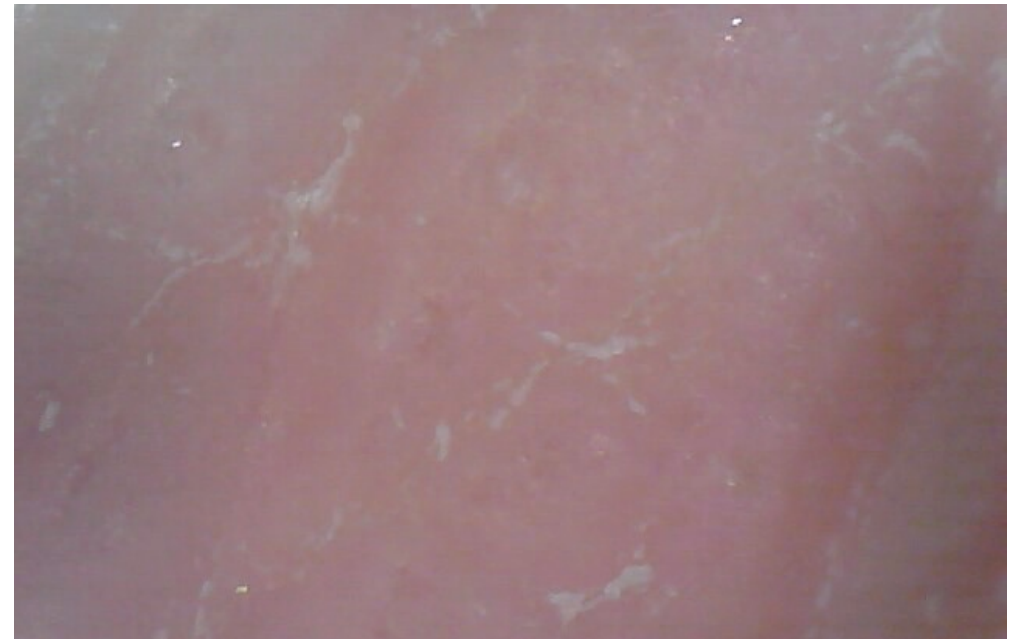
Sensitive Scalp

Symptoms

- Redness
- Itchiness
- Irritation
- Allergic reactions

Causes

- Using the wrong care products
- Colouring / perming the hair
- Medicines
- Allergy triggering substances



For a highly sensitive scalp.



HEARTSEED SENSITIVE LINE HYPOALLERGENIC

- ✓ Alleviates redness and itchiness
- ✓ Relaxes and hydrates
- ✓ Colourant-free
- ✓ Allergy tested, dermatologically and clinically approved



The RAUSCH Heartseed SENSITIVE LINE hypoallergenic has been tested and certified by Service Allergie Suisse according to strict guidelines.

Heartseed SENSITIVE SHAMPOO hypoallergenic.

- ✓ Especially mild care
- ✓ Soothes, hydrates and relaxes a highly sensitive scalp
- ✓ Alleviates redness and itchiness
- ✓ Colourant-free
- ✓ With precious heartseed extract
(*Cardiospermum halicacabum* L.)



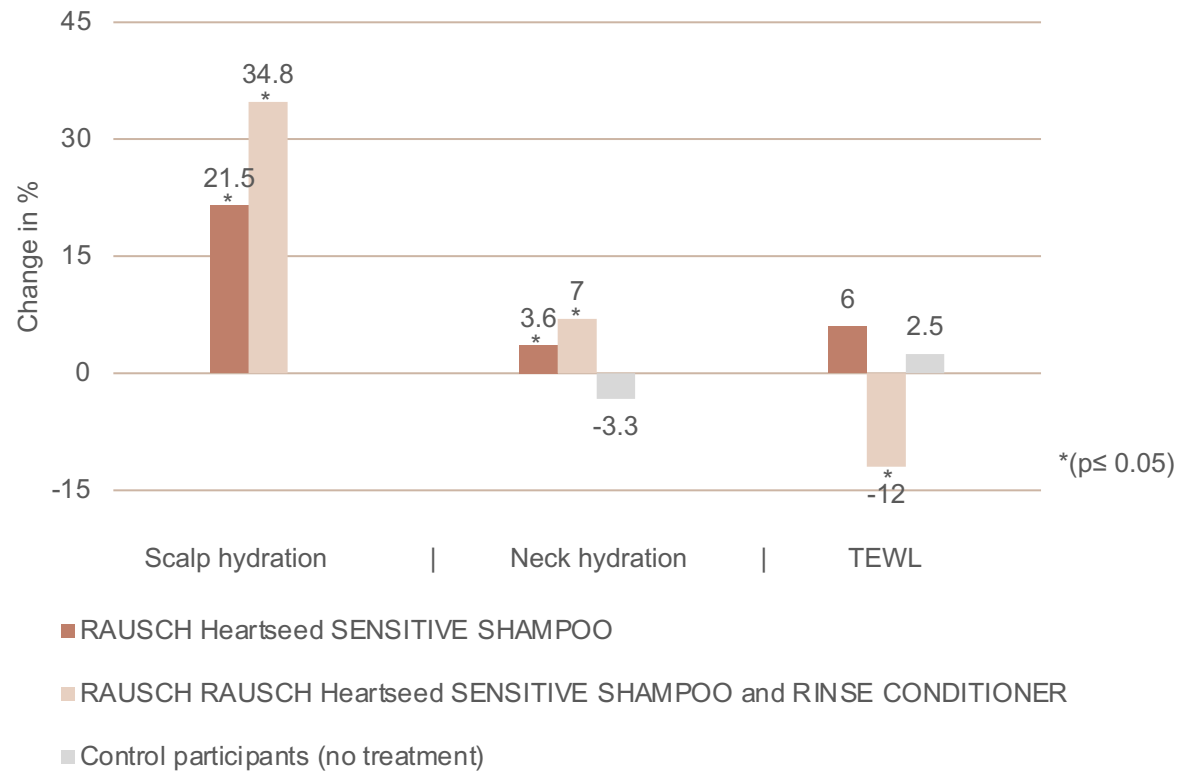
Heartseed SENSITIVE RINSE CONDITIONER hypoallergenic.

- ✓ Soothes irritation, calms and moisturizes
- ✓ Strengthens the skin's own protective barrier
- ✓ Colourant-free
- ✓ With precious heartseed extract
(*Cardiospermum halicacabum* L.)

Application Apply directly to a damp scalp and the hair, allow product to take effect for 2 – 3 minutes and rinse well.



Proof of efficacy Heartseed SENSITIVE SHAMPOO and RINSE CONDITIONER.

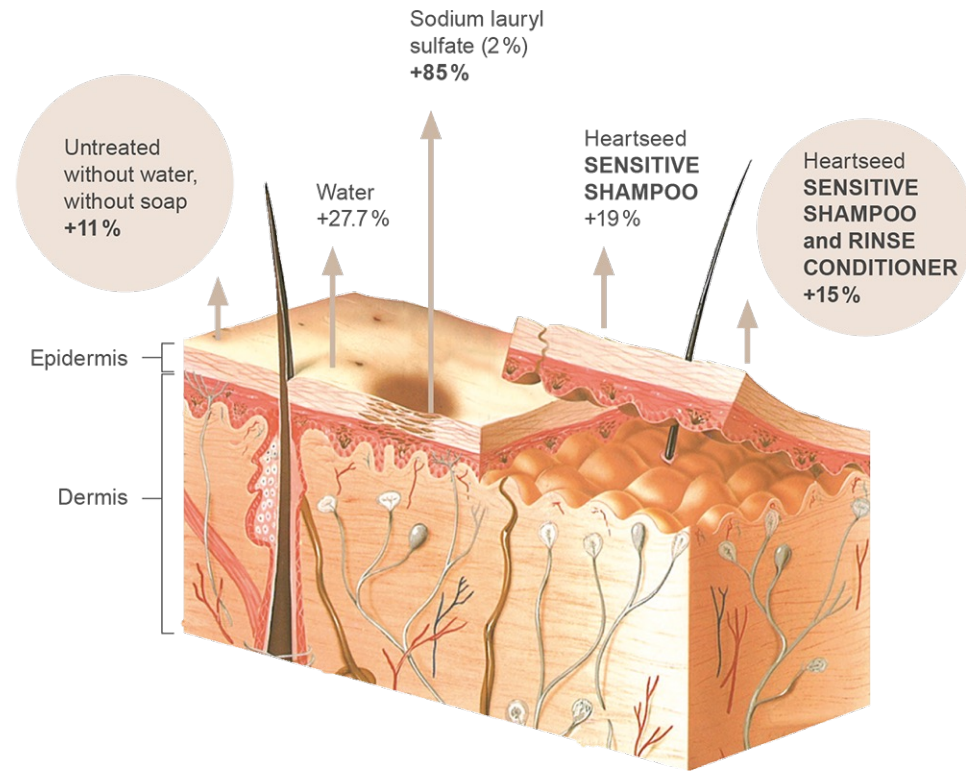
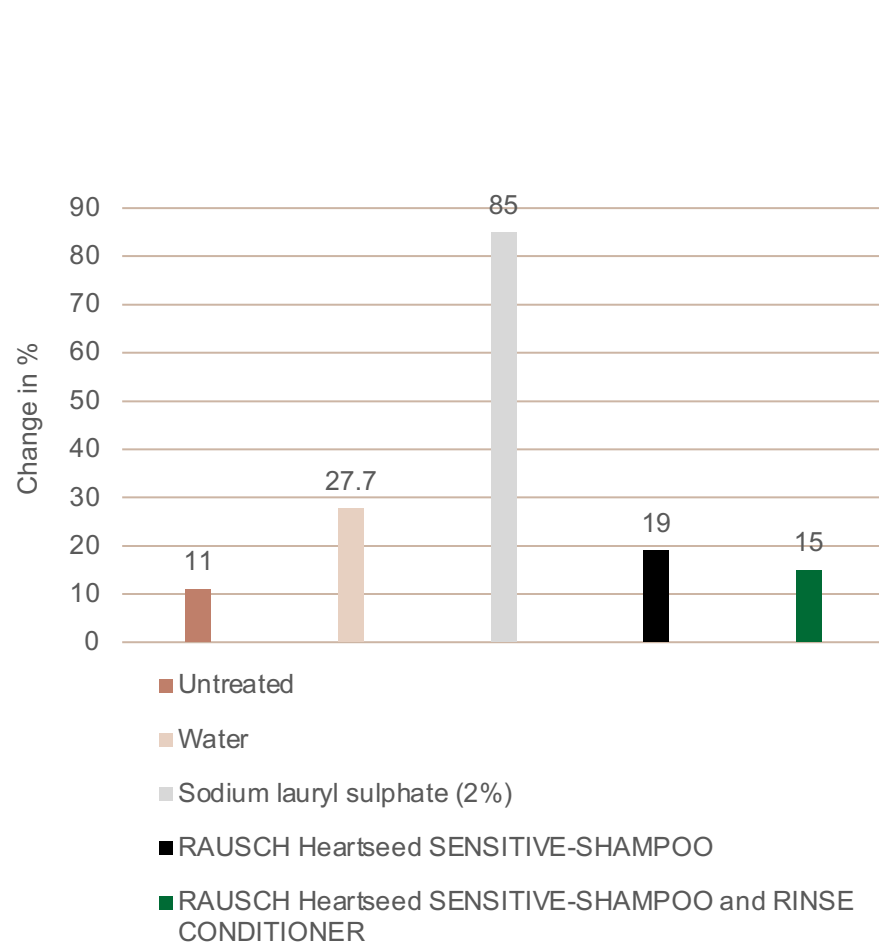


25 test persons, with a sensitive scalp and an average age of 46,2, used RAUSCH Heartseed SENSITIVE SHAMPOO and SENSITIVE RINSE CONDITIONER three to four times a week for two weeks.

Proof of irritation potential.

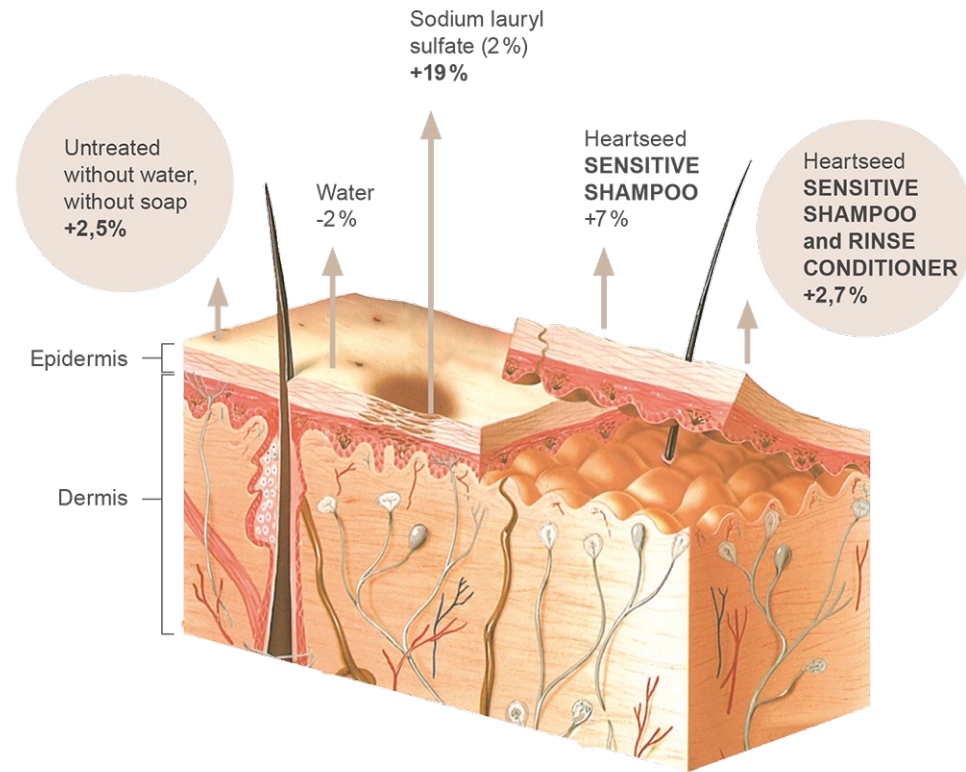
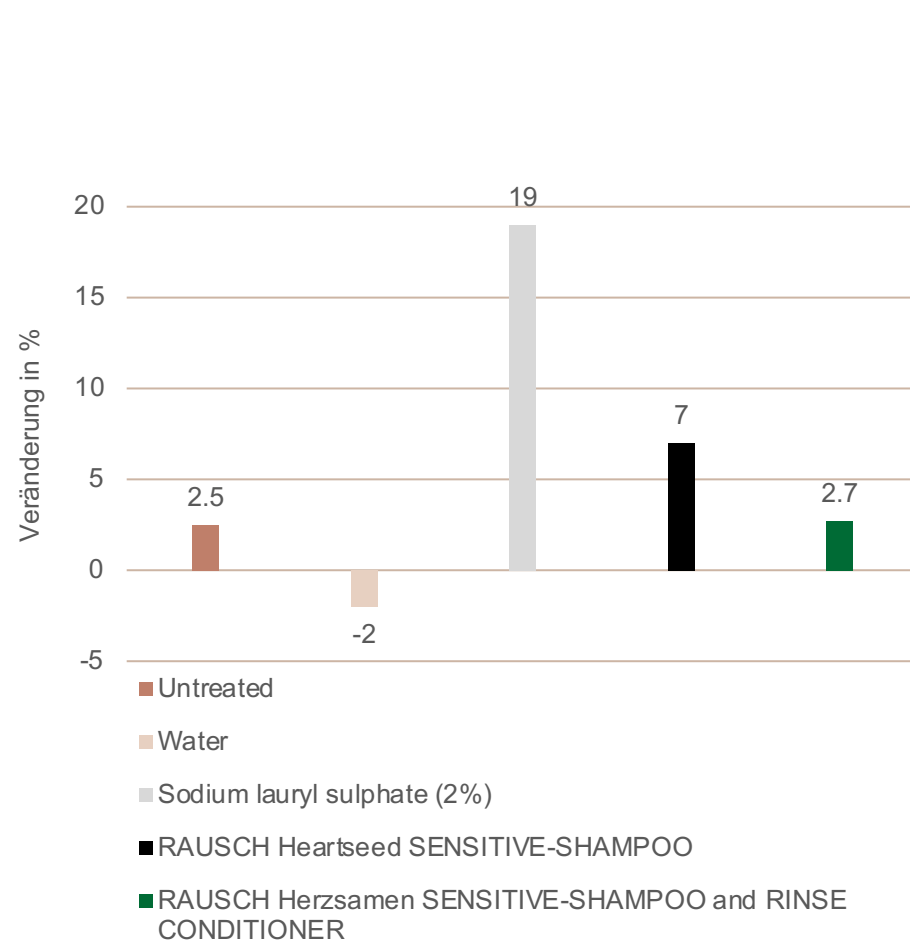
In order to assess the product's irritation potential, the skin was soaked in water for 10 minutes and then treated with the test products and the positive control (sodium lauryl sulfate 2 %) and negative control (water). This study was carried out in the testing clinic.

Measuring transepidermal water loss – (objective) TEWL.



Heartseed SENSITIVE SHAMPOO and Heartseed SENSITIVE RINSE CONDITIONER have **less of an irritative effect than water** and are comparable with untreated skin.

Measuring (objective) skin redness.



Sodium lauryl sulfate intensely irritates the skin and causes redness. Heartseed SENSITIVE SHAMPOO and Heartseed SENSITIVE RINSE CONDITIONER are **considerably milder and comparable with untreated skin**.

Our precious herbs for a highly sensitive scalp.



Heartseed
(*Cardiospermum halicacabum* L.)

Contains valuable ingredients such as saponins (triterpene glycosides), phytosterols, flavonoids and halicaric acid, which can be described as natural cortisone (phyto-cortisone).



Coconut
(*Cocos nucifera* L.)

Coconut oil contains a high proportion of phytosterols, triterpenes and tocopherols. As a result, the oil hydrates and leaves the skin feeling pleasantly cool.

Hair loss.

Symptoms

- Alopecia areata: circular bald patches
- Alopecia diffusa: intensified hair loss, over 100 strands daily
- Alopecia androgenetica: hereditary hair loss

Causes

- Nutrient deficiency
- Genetics
- Hormonal changes
- Medicinal products/treatments (e.g. chemotherapy)
- Infectious diseases
- Inflamed, damaged hair roots



Spot baldness (alopecia areata).

- Localised, circular patches of hair loss. Acute and sudden onset
- The immune system identifies hair cells as 'enemies' and attacks them by causing an initial inflammatory reaction that impedes hair growth and eventually leads to hair loss.
- Causes: immunological factors, genetics, shock, stress, etc.



Diffuse hair loss (alopecia diffusa).

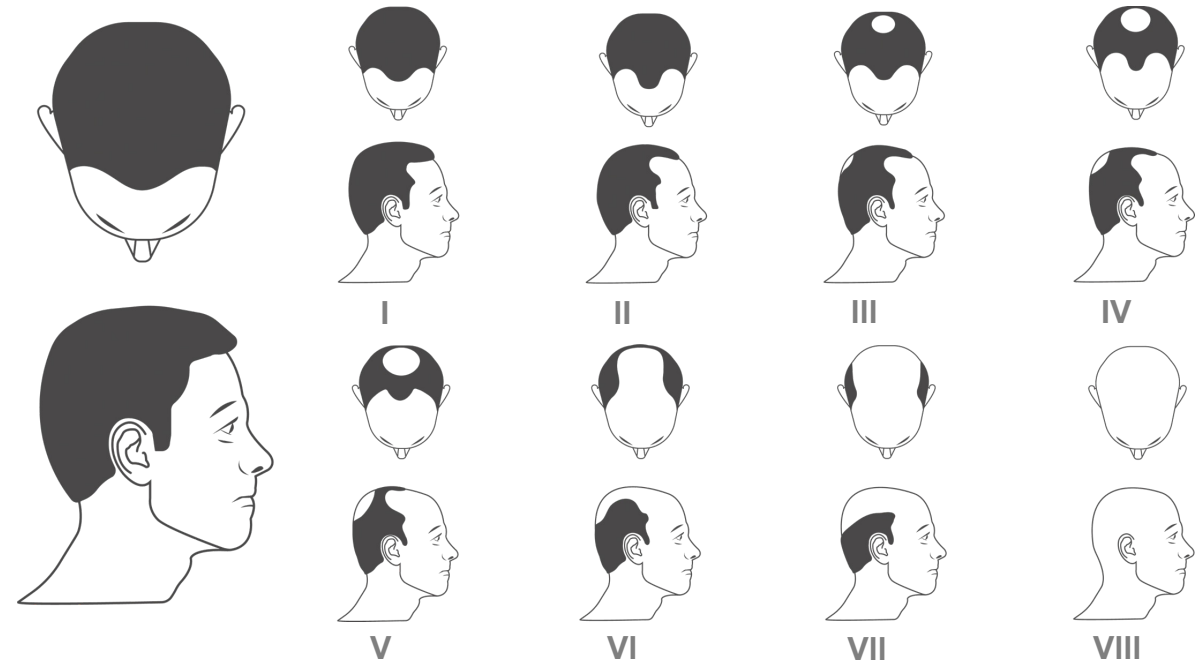
- A type of reversible hair loss
- Also called ‘telogen effluvium’
- Hair loss affecting the whole scalp
- This type of hair loss is non-pathological, temporary
- Causes: infectious diseases (erysipelas/shingles), metabolic disorders, hormonal changes, exposure to environmental pollutants, medication, stress, diet, vitamin or mineral deficiencies (especially iron, zinc, folic acid, vitamin B12). Can also occur after childbirth or puberty



Hereditary hair loss (alopecia androgenetica).

- A type of irreversible hair loss
- Hair roots become extremely sensitive to DHT (dihydrotestosterone)
- The enzyme 5 α -reductase converts testosterone to DHT, which can then bind to receptors in the hair follicle
- This causes the hair follicles to shrink, weakening them and shortening the growth phase, resulting in thinner hair and hair loss
- Causes: depends on the individual, genetics and testosterone levels

Man: Hamilton-Norwood-Schema



Woman: Ludwig-Schema



Ginseng CAFFEINE LINE.



**Ginseng
CAFFEINE SHAMPOO**

- ✓ Especially mild cleansing, stimulates blood circulation in the scalp and enhances the effect of Original HAIR TINCTURE
- ✓ An invigorating, refreshing shampoo with high-quality extracts of ginseng, guarana, tiger grass and stimulating caffeine



**Ginseng
CAFFEINE RINSE CONDITIONER**

- ✓ Supports the effect of Ginseng CAFFEINE SHAMPOO and Original HAIR TINCTURE
- ✓ With precious extracts of ginseng, guarana, nettle and stimulating caffeine

Apply directly to a damp scalp and the hair, allow product to take effect for 2 – 3 minutes and rinse well.



**Ginseng
CAFFEINE INTENSIVE FLUID**



**Original
HAIR TINCTURE**

Ginseng CAFFEINE INTENSIVE FLUID.

- ✓ Stimulates blood circulation in the scalp and works to counteract hair loss
- ✓ Activating and strengthening
- ✓ With highquality extracts of ginseng, nettle, basil and stimulating caffeine

Application Apply two pumps to the affected areas daily. Without rubbing, gently massage into the dry or damp scalp to stimulate it. Style as usual. Do not rinse.

RAUSCH
HERBAL COSMETICS FROM SWITZERLAND

Ginseng
CAFFEINE
INTENSIVE FLUID

FLUIDO INTENSIVO
al ginseng
e alla caffeina

Proven to stimulate hair growth
Stimola la ricrescita dei capelli.
Efficacia dimostrata.

RAUSCH
HERBAL COSMETICS FROM SWITZERLAND

Ginseng
COFFEIN
INTENSIV-FLUID

FLUIDE INTENSIF
au ginseng
et à la caféine

Haarausfall
Chute des cheveux

Up to
70%
more hair

Hair loss
Anticaduta

4 week
settimane
intensive treatment
di trattamento intensivo

Active ingredients Ginseng CAFFEINE INTENSIVE FLUID.



Green tea extract

(Camellia sinensis leaf extract)

- ✓ The tea plant is predominantly native to Asia
- ✓ The use of this plant for tea has a very long tradition
- ✓ It contains lots of important ingredients such as polyphenols, tannins, amino acid, caffeine and vitamins
- ✓ The health benefits of green tea are widely known
- ✓ **It has an anti-inflammatory and anti-oxidant effect and stimulates blood circulation**



Basil root extract

(Ocimum Basilicum Hairy Root Culture Extract)

- ✓ Extracted from a hairy root culture (specialist technology)
- ✓ The plant is grown and harvested and then, with the help of bacteria, it grows small new hairy roots
- ✓ These are the parts we extract, as they contain the active ingredients
- ✓ **Inhibits the activity of 5 α -reductase** (a key enzyme that causes hair loss)
- ✓ **Stimulates the hair papilla cells**

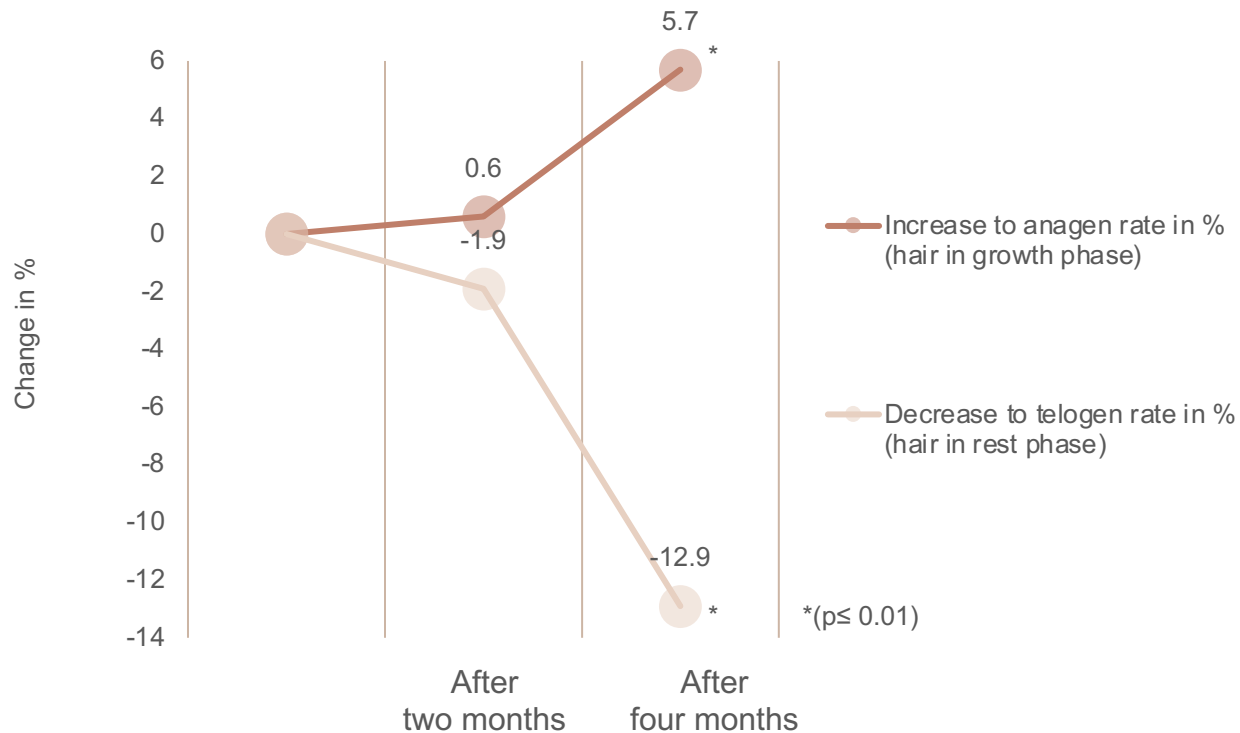


Zinc

(Zinc chloride)

- ✓ Essential trace element (vital for the body)
- ✓ A component of many enzymes
- ✓ Supports cell development
- ✓ Boosts the immune system (a popular treatment for the common cold)
- ✓ Supports the wound healing process (zinc ointment)
- ✓ **Inhibits the activity of 5 α -reductase** (a key enzyme that causes hair loss)
- ✓ **Protects the hair root from inflammation**

Proof of efficacy Ginseng CAFFEINE INTENSIVE FLUID.



Number of test persons

25 test persons (m/f)

Application

Test persons used RAUSCH Ginseng CAFFEINE INTENSIVE FLUID every day for six months

Results

- Significant increase in anagen rate or decrease in telogen rate
- The number of hair strands increased by **up to 70 %**
- Hair thickness increased by **up to 69 %**

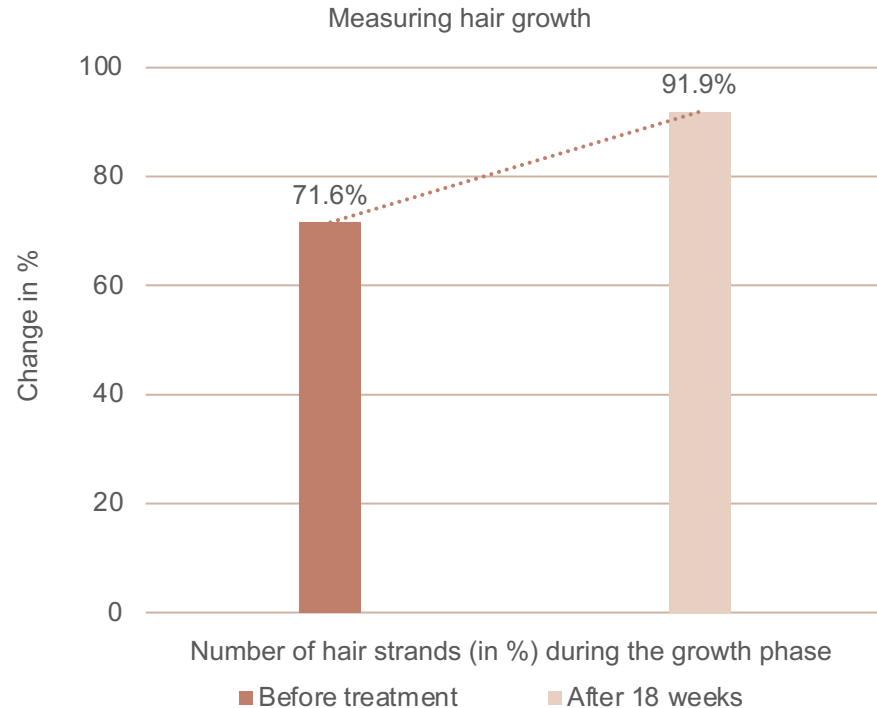
Original HAIR TINCTURE.

- ✓ Toning and blood circulationpromoting effect, strengthens the scalp and noticeably stimulates hair regrowth
- ✓ Burdock root extract and essential oils have a mildly antiseptic effect and regulate the functions of the scalp

Application Gently spread on balding patches. In cases of severe hair loss, apply daily to the scalp and massage gently without rubbing. Do not rinse.



Proof of efficacy Ginseng CAFFEINE LINE.



+28%

Number of test persons

25 test persons (m/f)

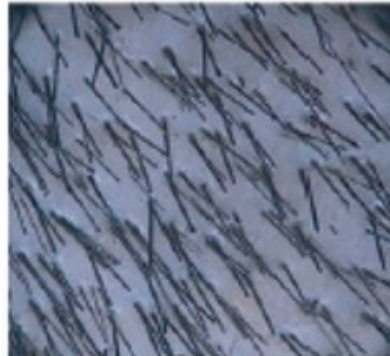
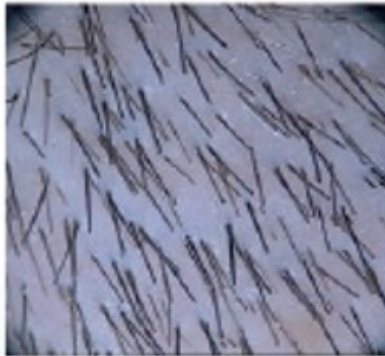
Application

Over a period of 18 months, test persons were treated with RAUSCH Ginseng CAFFEINE SHAMPOO, RAUSCH Ginseng CAFFEINE RINSE CONDITIONER (three to four times a week) and RAUSCH Original HAIR TINCTURE (every day).

Results

- Anagen rate (growth phase): **increased by up to 28 %**
- Telogen phase (rest phase): **decreased by up to 44 %**
- **Hair thickness** was significantly increased **after just six weeks**
- The **oxygen saturation** in the scalp increased significantly.

Proof of efficacy Ginseng CAFFEINE LINE.

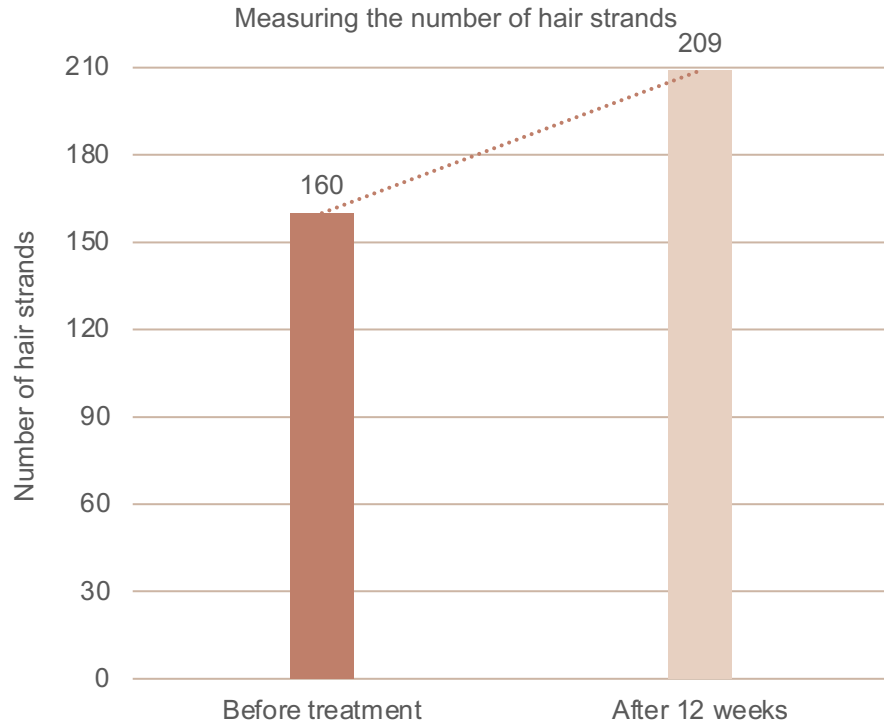


Before

After 18 weeks

Proof of efficacy

Original HAIR TINCTURE.



+30,6%

TrichoScan processes were used to measure hair thickness and the anagen/telogen rate on an area measuring approx. 2 cm². After 12 weeks of using RAUSCH Original HAIR TINCTURE, the hair thickness of the 22 test persons increased by an average of 12,1 %. The anagen and telogen rates were also significantly increased and reduced, respectively.

Over the course of the study, the oxygen saturation of the haemoglobin (SO₂) within the measured area increased significantly by 16 %, while relative blood flow increased by 19 %. These values were measured using Laser Doppler flowmetry.

Proof of efficacy Original HAIR TINCTURE.



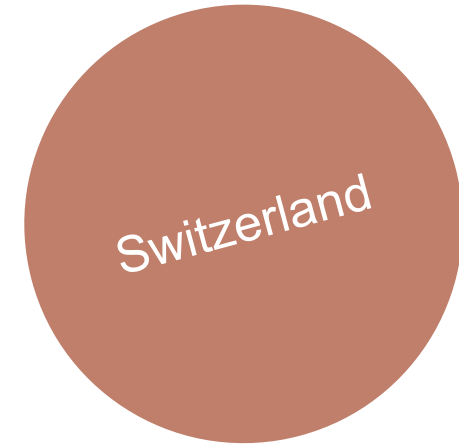
Number of hair strands: **160**
Anagen: 73 %
Telogen: 27 %

+30,6%



Number of hair strands: **209**
Anagen: 82 %
Telogen: 18 %

Differences between Original HAIR TINCTURE and Ginseng CAFFEINE INTENSIVE FLUID.



Original HAIR TINCTURE	Ginseng CAFFEINE INTENSIVE FLUID
Spot baldness	Diffuse hair loss, intensive fluid for treating affected areas
'Normal' concentration	Very concentrated
For long-term treatment	'Intensive treatment', but can also be used as a long-term treatment
Traditional Swiss product	New technology
Based on a tried-and-tested recipe	New active ingredients
Contains essential oils	No essential oils, contains various extracts

Our precious herbs for hair loss.



Ginseng
(*Panax ginseng* L.)

Ginseng root is a symbol of health and long life and is a carrier of the life force energy chi. Ginseng extract has a toning effect and strengthens the hair.



Guarana
(*Paullinia cupana* L.)

The fruits of the guarana plant contain seeds with a particularly high concentration of caffeine. Guarana extract has a toning, astringent (contracting) and relaxing effect on the vascular system. Contains caffeine, saponins and tannins.



Tiger grass
(*Centella asiatica* L.)

In India, tiger grass (also called Indian pennywort) has a long-standing reputation as a highly effective rejuvenation agent and is used in traditional Ayurvedic medicine, under the name 'gotu kola', to treat premature ageing. It cleanses the skin with a purging and detoxifying effect.



Ribwort plantain
(*Plantago lanceolata* L.)

Contains exceptionally mild mucilages, silicic acid, tannins, flavonoids and minerals with a high zinc and potassium content. Has an anti-inflammatory, soothing and strengthening effect on the scalp.

Our precious herbs for hair loss.



Horsetail
(*Equisetum arvense* L.)

Rich in naturally pure silica. Horsetail smooths and regenerates the outer layer of the hair shaft. The hair becomes robust, strong and gains resilience and natural shine.



Burdock root
(*Arctium lappa* L.)

Contains valuable, mildly antiseptic ingredients, mucilages and essential oils. Particularly suitable as a lasting treatment for a flaky scalp.

Dry dandruff and itchiness.

Symptoms

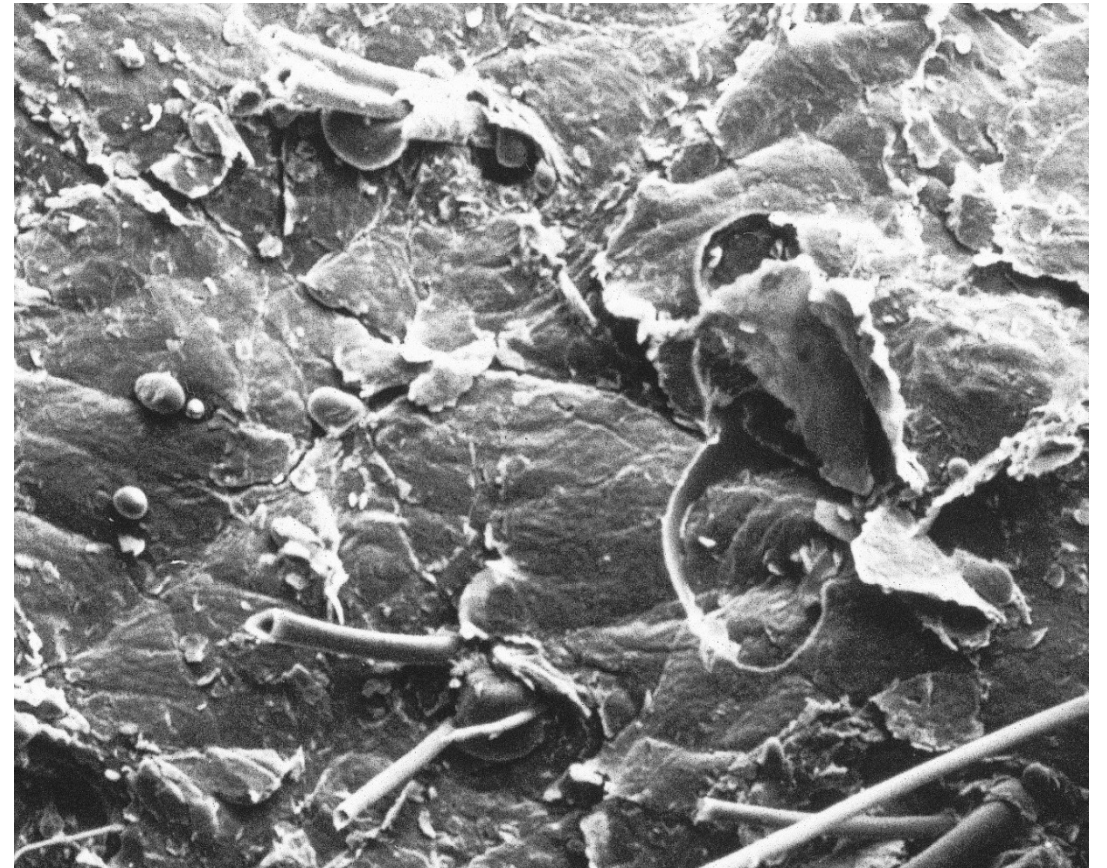
- Dry, white flakes settle visibly on the shoulders; usually no inflammation, mildly itchy

Causes

- Fat elimination
- Underproduction of the sebaceous glands
- Dry air, using a hair dryer, anti-grease care products

Side effects of illnesses:

- Psoriasis
- Atopic eczema (neurodermatitis)
- Contact dermatitis
- Scarring hair loss (Lichen planopilaris)



Forms of dandruff.

- Skin renews itself every four weeks – the cells move through different layers of the epidermis, die and are then expelled, barely visible, onto the skin's surface
- Dandruff becomes visible when the skin renewal process is sped up to a few days
- Women tend to experience dry dandruff (reduced oil production)
- Men are increasingly affected
- Age group between 20 and 40
- Oily, yellowish dandruff that clings to the scalp
Skin redness and itchiness (pityriasis steatoides)

Coltsfoot ANTI-DANDRUFF LINE



**Coltsfoot
ANTI-DANDRUFF SHAMPOO**

- ✓ Provides mild, long-lasting protection against dandruff
- ✓ Gently inhibits fungal growth
- ✓ For healthy, dandruff-free hair
- ✓ High-quality active complex containing coltsfoot and burdock root extract as well as piroctone olamine



**Coltsfoot
ANTI-DANDRUFF RINSE CONDITIONER**

- ✓ Enhances the effect of Coltsfoot ANTI-DANDRUFF SHAMPOO
- ✓ Moisturises and soothes the scalp
- ✓ For easy combability, suppleness and natural shine
- ✓ With precious extracts of coltsfoot and burdock root

Apply directly to a damp scalp and the hair, allow product to take effect for 2 – 3 minutes and rinse well.



**Coltsfoot
ANTI-DANDRUFF LOTION**

Coltsfoot ANTI-DANDRUFF LOTION.

- ✓ Removes dry and oily dandruff with lasting effect; alleviates redness and itchiness
- ✓ For a noticeably fresh, healthy scalp
- ✓ With precious extracts of coltsfoot, balm and burdock root as well as dermatological elemental Sulphur

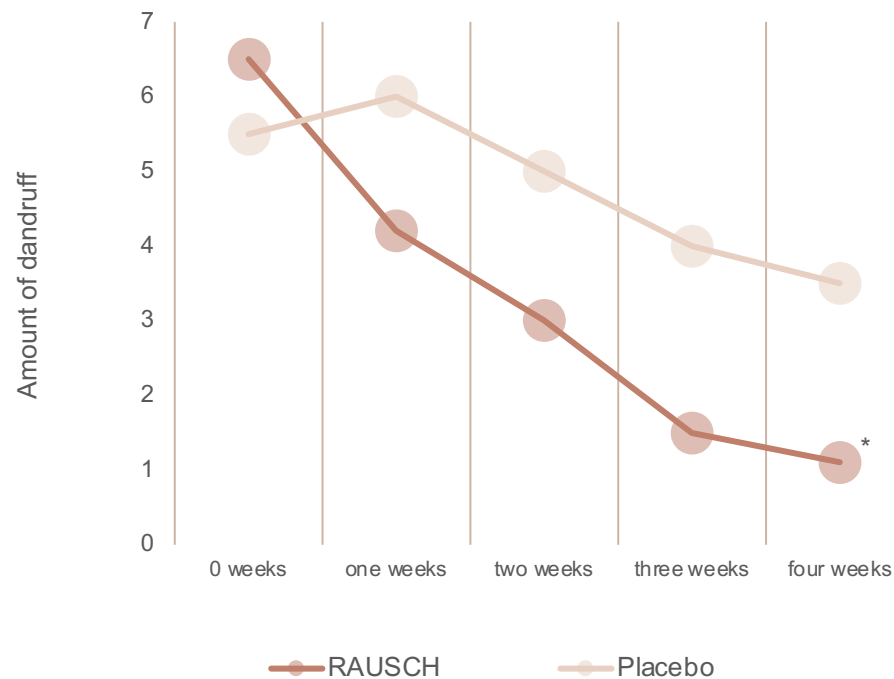
Application Shake well, apply evenly to dry scalp and massage gently. Leave on for several hours or overnight. Wash hair with Coltsfoot ANTI-DANDRUFF SHAMPOO or Willow Bark TREATMENT SHAMPOO.



Proof of efficacy

Coltsfoot ANTI-DANDRUFF SHAMPOO and LOTION.

Results



83 %
less dandruff in
just four weeks!

*(p≤ 0.01)

Test persons

20 test persons: 8 women and 12 men between the ages of 18 and 65

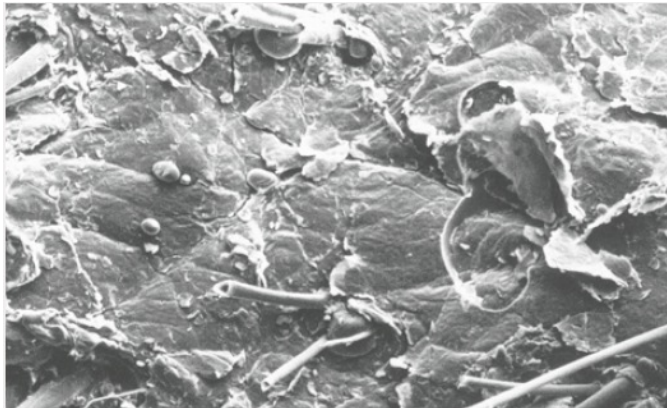
Method

Half-and-half test; one half of the scalp was treated with a placebo and the other half was treated with RAUSCH Coltsfoot ANTI DANDRUFF SHAMPOO and LOTION.

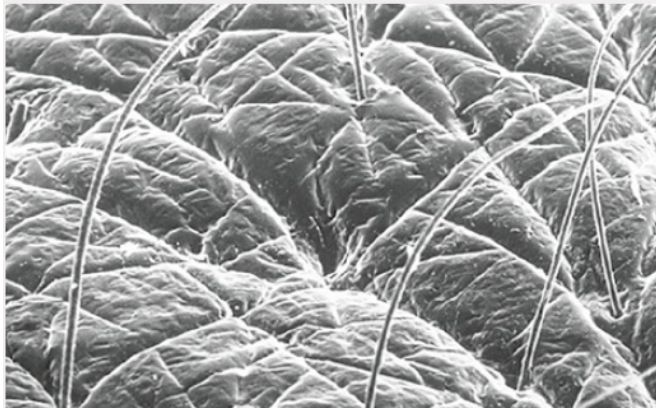
Application

Three times a week for four weeks in the testing institute

Proof of efficacy Coltsfoot ANTI-DANDRUFF SHAMPOO and RINSE CONDITIONER.



Flaky scalp



Healthy scalp

Test persons

31 test persons: 17 women and 14 men between the ages of 23 and 64 with moderate to severe cases of dandruff

Method

Half-and-half test; one half of the scalp was treated with RAUSCH Coltsfoot ANTI-DANDRUFF SHAMPOO and the other half was treated with a combination of RAUSCH Coltsfoot ANTI DANDRUFF SHAMPOO and RINSE CONDITIONER.

Application

Three times a week for four weeks in a renowned testing institute

Results

The combination of RAUSCH Coltsfoot ANTI-DANDRUFF SHAMPOO and RAUSCH Coltsfoot ANTI-DANDRUFF RINSE CONDITIONER resulted in a significant reduction of dandruff.

Our precious herbs for dry dandruff and itchiness.



Coltsfoot
(*Tussilago farfara* L.)

Contains mild mucilages and sulphur, which have a slightly antiseptic, soothing and anti-inflammatory effect and support the regulation of the scalp and its functions.



Balm
(*Melissa officinalis* L.)

Rich in essential oils such as citral and citronellal. Provides a soothing and gentle effect for scalps that are flaky and reddened.



Burdock root
(*Arctium lappa* L.)

Contains valuable, mildly antiseptic ingredients, mucilages and essential oils. Particularly suitable as a lasting treatment for a flaky scalp.

Oily dandruff, redness and itchiness.

Symptoms

- Disrupted cell renewal in the scalp
- Greasy, yellow flakes that stick to the scalp
- Inflammation and itchiness

Causes

- Genetic predisposition to increased sebum production
- Hormonal fluctuations (puberty, menopause)
- Yeast fungus - increased incidence of malassezia furfur (converts fat into aggressive fatty acids that irritate the skin – leads to increased dandruff, itching, redness or inflammation from nested bacteria)
- Climate, nutrition, using the wrong hair care, stress



Willow Bark TREATMENT LINE.

Apply directly to a damp scalp and the hair, allow product to take effect for 2 – 3 minutes and rinse well.



**Willow Bark
TREATMENT SHAMPOO**

- ✓ Provides gentle, lasting relief from dandruff
 - ✓ Alleviates redness and itchiness
 - ✓ Enhances the effect of Original HAIR TINCTURE to treat hair loss while providing gentle protection against head lice
- With precious extract of willow bark and thyme oil



**Willow Bark
TREATMENT RINSE CONDITIONER**

- ✓ Enhances the effect of Willow Bark TREATMENT SHAMPOO and helps regulate the functions of the scalp
- ✓ Improves combability, leaves hair supple and shiny
- ✓ With precious extracts of willow bark, lavender, rosemary and thyme oil



**Willow Bark
TREATMENT SPRAY CONDITIONER**

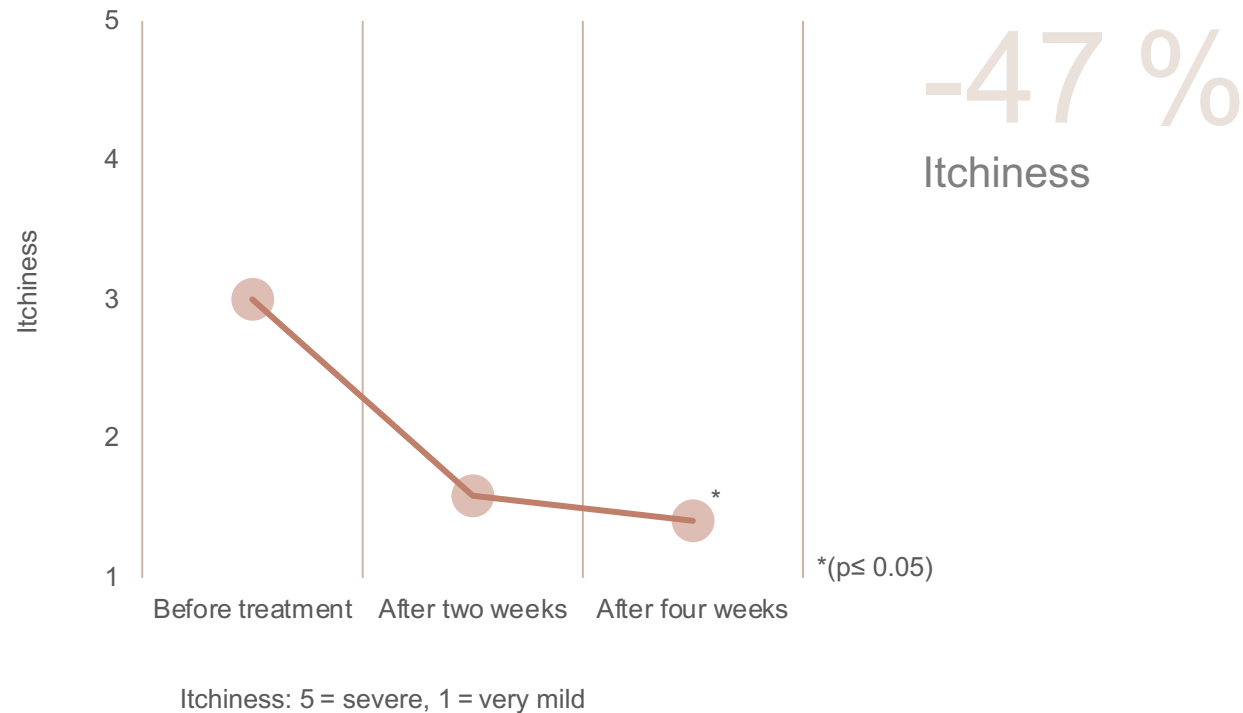
- ✓ Improves combability and enhances the effect of Willow Bark TREATMENT SHAMPOO
- ✓ Mild protection against head lice; perfect for use between shampoo treatments to prolong the effect
- ✓ With precious extracts of willow bark, lavender, rosemary, birch and thyme oil



**Original
HAIR TINCTURE**

Proof of efficacy

Willow Bark TREATMENT LINE.



Test persons

33 test persons (m/f) with oily dandruff, redness and itchiness.

Application

First, the test persons used a neutral shampoo with no active ingredients for two weeks. Then, they used RAUSCH Willow Bark TREATMENT SHAMPOO and RINSE CONDITIONER as part of their normal washing routine (two to four times per week). They also sprayed RAUSCH Willow Bark TREATMENT SPRAY CONDITIONER onto their scalp every day. After two and four weeks, an expert evaluation and a self-assessment were carried out.

Results

- Itchiness and redness were significantly reduced.
- The amount of dandruff was significantly reduced after just a few applications.
- The scalp was less oily, yet not dried out.
- Combability, shine and conditioning were rated as very good.

Proof of efficacy

Willow Bark TREATMENT SHAMPOO.

Method

Over a period of more than 10 years, RAUSCH Willow Bark TREATMENT SHAMPOO was distributed among various Swiss schools known to have severe infestations of head lice. More than 2,200 children were treated using RAUSCH Willow Bark TREATMENT SHAMPOO and the effects were evaluated by parents and teachers in a questionnaire.

Result

Of the test persons who did not have head lice themselves but came into contact with children who did, more than 82 % did not get head lice. This proves that RAUSCH Willow Bark TREATMENT SHAMPOO helps to prevent head lice infestations.

Original HAIR TINCTURE.

- ✓ Toning and blood circulation promoting effect, strengthens the scalp and noticeably stimulates hair regrowth
- ✓ Burdock root extract and essential oils have a mildly antiseptic effect and regulate the functions of the scalp

Application Gently spread on balding patches. In cases of severe hair loss, apply daily to the scalp and massage gently without rubbing. Do not rinse.



Our precious herbs for oily dandruff, redness and itchiness.



Willow bark
(*Salix alba* L.)

Has an astringent (contracting) effect due to its high tannin content and soothes scalp irritation. With antibacterial and toning properties.



Rosemary
(*Rosmarinus officinalis* L.)

Native to the Mediterranean region, rosemary is rich in essential oils. When applied externally, it stimulates blood circulation throughout the body and to the skin and has an antibacterial effect.



Lavender
(*Lavandula angustifolia* L.)

Has an anti-inflammatory and mildly antibacterial effect. Helps relieve itchiness and soothes the scalp.

Our precious herbs for oily dandruff, redness and itchiness.



Thyme
(*Thymus vulgaris* L.)

Has good disinfectant and antipruritic properties. This effect is enhanced by natural tannins and helps to treat dandruff and/or an irritated scalp.



Birch
(*Betula alba* L.)

The leaves and sap of the birch tree have a mildly antiseptic effect and support the functions of the scalp. The leaves contain valuable ingredients such as flavonoids, an abundance of vitamin C, saponins and essential oils.



Nutritional supplements.

Weak hair, hair loss, skin problems and brittle nails.

Characteristics

- Itching, irritated scalp
- Thin, lifeless, dull hair
- Sensitive, dry and flaking skin
- Brittle and weak nails

Causes

- Stress, nicotine, alcohol, too little sleep
- Environmental pollution
- An unbalanced diet, too little exercise, “lack of time”

Leads to premature aging

Leads to a nutrient deficiency and has a detrimental effect on the metabolism



Swiss Herbal VITALITY CAPSULES.

With a unique combination of active ingredients made from three high-quality plant-based oils, eight vitalising herbal extracts and twelve vitamins and minerals.

- ✓ Lactose- and gluten-free
- ✓ GMO-free

Oil capsule

- ✓ With vitamins and EPA and DHA omega-3 fatty acids

Herbal capsule

With vitamins, zinc, green tea extract and a blend of Swiss herbs

Recommended intake: one oil capsule and one herbal capsule after breakfast every day.



RAUSCH
HERBAL COSMETICS FROM SWITZERLAND

VEGAN ANTI-AGEING

SWISS HERBAL VITALITY CAPSULES
CAPSULES VITALITÉ HERBES SUISSES

Beauty and vitality from inside
Beauté et vitalité de l'intérieur

Food supplement
Complément alimentaire

DUO active

Swiss Herbal Competence since 1890

- ✓ Original Swiss herbs, precious vegetable oils, vitamins, minerals
Véritables herbes suisses, précieuses huiles végétales, vitamines, substances minérales
- ✓ **30 x 2** capsules / capsules
Month package / emballage mensuel

Beautiful hair, skin and nails
Beauté pour cheveux, peau et ongles

Active ingredients Swiss Herbal VITALITY CAPSULES.



The oil capsule contains high doses of three precious plant oils:

- Golden millet oil (with precious miliacin) – nourishes the hair roots, encourages hair growth and gives the hair added shine
- Perilla oil, with a high content of α -linolenic acid (ALA) and linolenic acid (LA), supports cell renewal and skin regeneration
- Algae oil (life's DHA) – the world's only, purely plant-based source of omega-3 fatty acids (free from heavy metals). Boosts the metabolism and improves the skin's elasticity and suppleness
- Vitamins A and E – provides cell protection for supple, radiant skin (for optimal ageing)



The herbal capsule contains the unique green tea extract OM24:

- RAUSCH herb blend – secondary plant-based ingredients such as polyphenols, organic acids and polysaccharides (mucins) stimulate the cell functions and promote tolerability of all active ingredients (free from composite and cruciferous plants)
- Green tea (OM24) – high-quality, pure green tea acts as a natural radical scavenger, delays the ageing process of the cells and provides a source of general vitality and wellness
- Vitamin B complex – carefully balanced with high doses of vitamins: B1, B2, B6, B12, niacin (B3), folic acid (B9), pantothenic acid (B5), vitamin C and biotin (vitamin H) support the metabolism, boost the immune system and promote the formation of hair keratin
- Vitamin C for cell protection and firm skin
- Zinc as a vital component for the formation of hair, skin and nails



Proof of efficacy

Swiss Herbal VITALITY CAPSULES.

Reducing hair loss, improving skin complexion, strengthening nails

Method

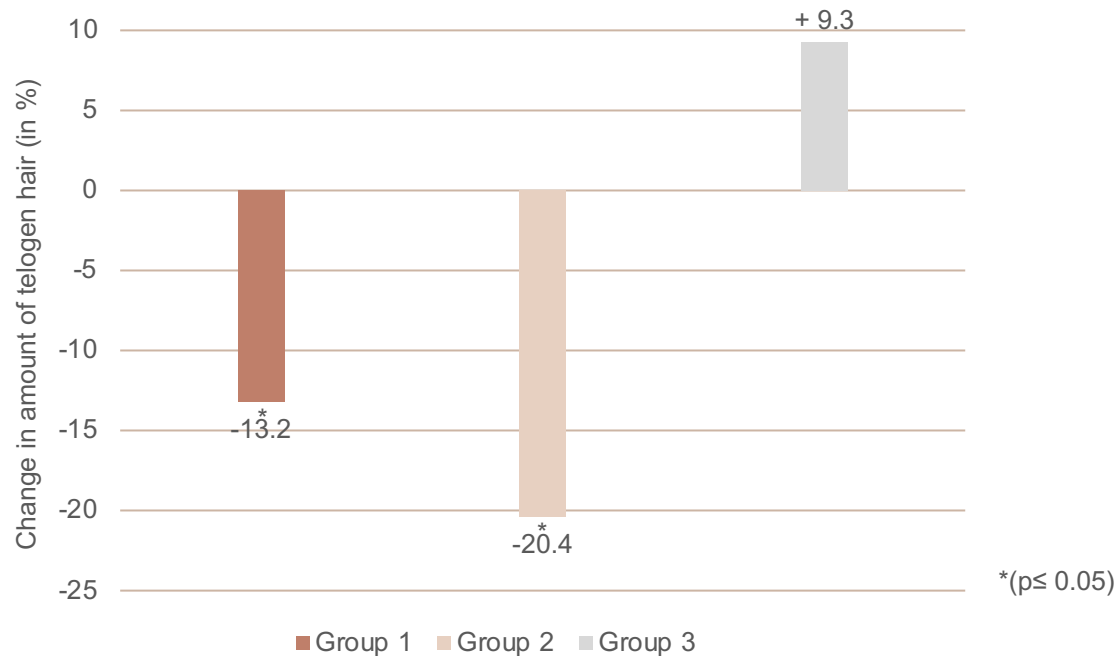
27 test persons between the ages of 20 and 78 took RAUSCH Swiss Herbal VITALITY CAPSULES every day. Various tests were used to measure the condition of the test persons' hair, skin and nails when they started taking the capsules and four months into the treatment. The results were compared with different groups.

Group 1	RAUSCH Swiss Herbal VITALITY CAPSULES
Group 2	RAUSCH Swiss Herbal VITAITY CAPSULES + RAUSCH Original HAIR TINCTURE
Group 3	No treatment

Proof of efficacy

Reducing hair loss.

Hair loss: measuring hair growth using TrichoScan processes (in vivo)



Result

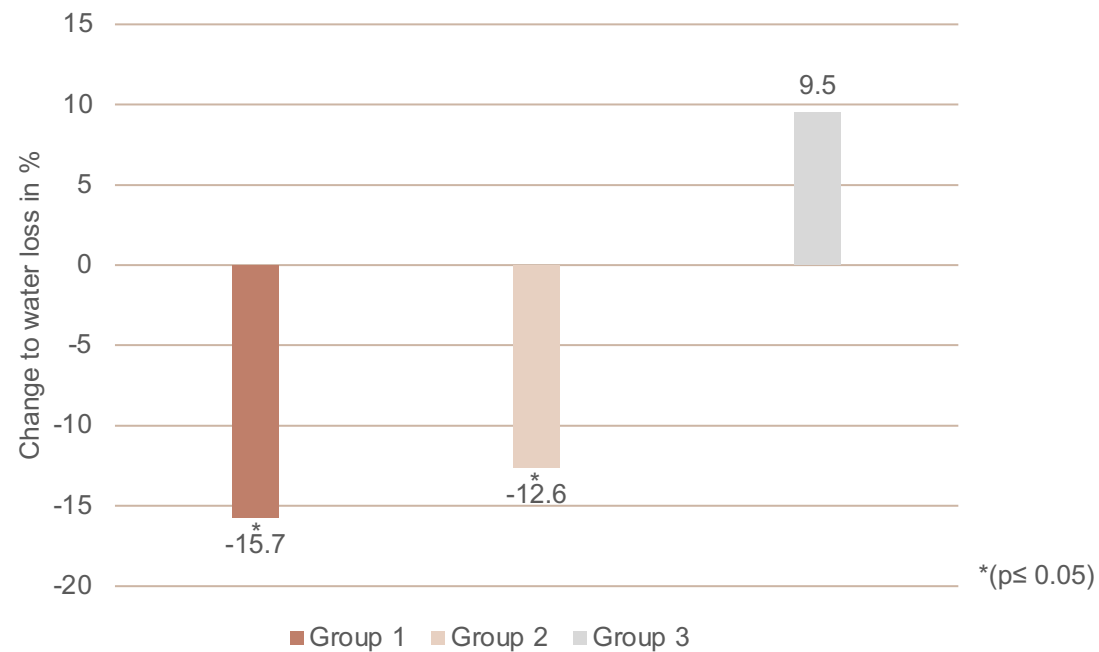
Hair became noticeably thicker and stronger. In the groups treated with the product, **up to 20,4 % less hair was found to be in the rest phase (before hair loss).**

Further measurement parameters	Group 1	Group 2	Group 3
Number of hair strands	+ 0,5 %	+ 5,7 %	- 2,8 %
Increase in amount of anagen hair	+ 3,2 %	+ 5,8 %	- 2,5 %

Proof of efficacy

Improving skin complexion.

Skin complexion: measuring transepidermal water loss (in vivo)



Result

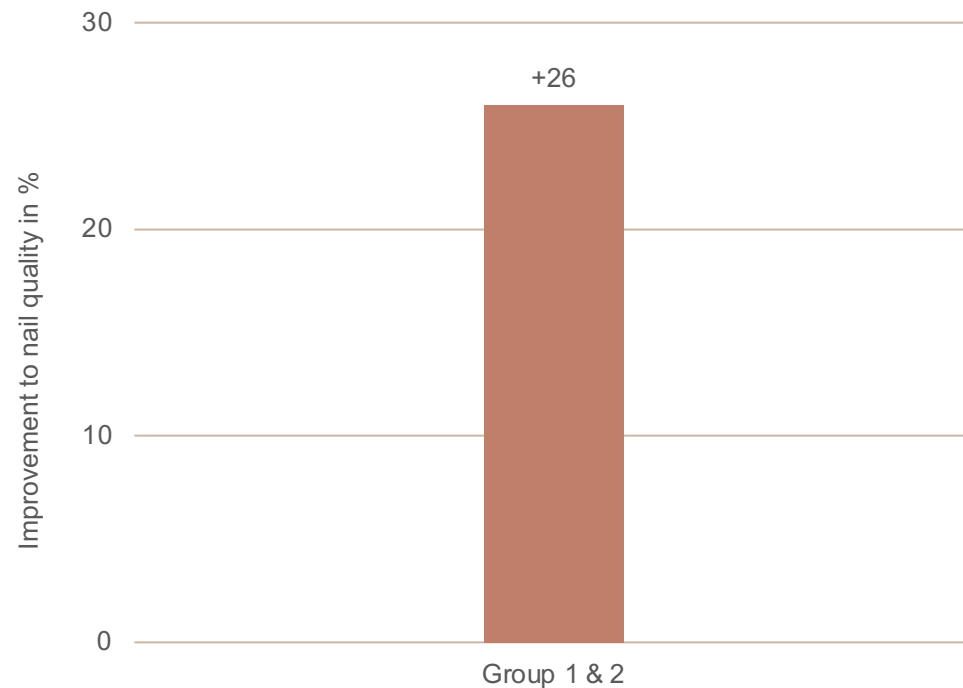
1. Skin felt softer and firmer and **moisture loss was considerably reduced by 15,7 %.**
2. **Blood circulation in the skin increased by 18,8 %.** Test persons felt fitter and healthier.

Further measurement parameters	Group 1	Group 2	Group 3
Increase in oxygen in the blood/oxygen saturation (O ₂)	+ 6,9 %	+ 3,5 %	- 3 %
Increase in oxygen in the blood/circulation (O ₂)	+ 18,8 %	+ 29,4 %	- 4,9 %
Skin density	+ 4,4 %	+ 8,9 %	0,6 %
Skin density	+ 6,1 %	+ 3,3 %	< 1

Proof of efficacy

Strengthening nails.

Nails: evaluating nail quality



Result

Following treatment with RAUSCH Swiss Herbal VITALITY CAPSULES, **nail quality improved by 26 %**, while the rate of nail growth increased by **8,33 %**.



Styling.

Fresh, Flexible or Strong? Thanks to the natural active ingredients from Swiss aronia, sunflowers and sea buckthorn, our styling assortment will leave your hair nourished and protected.

**OUR
STYLING ASSORTMENT**

- ✓ Styles, protects and nourishes the hair
- ✓ Easy to brush out and won't leave hair feeling sticky
- ✓ Silicone-free
- ✓ Excellent skin compatibility
- ✓ Eco-friendly refill system for non-aerosol hair sprays

For strong hold and brilliant shine.



STYLING GEL Strong

- ✓ For 24-hour lasting hold with no stickiness
- ✓ Shapes and holds the hair and gives it a natural bounce
- ✓ Ideal for accentuating single strands
- ✓ With high-quality herbal and plant extracts of sea buckthorn, sunflower and aloe vera

For a fresh look.



VOLUME STYLING LOTION
Fresh

- ✓ Ensures natural hold, glossy shine and a fresh bounce
- ✓ Creates more volume, especially at the roots
- ✓ Protects hair from blow-dryer heat with an antifrizz effect
- ✓ With high-quality extracts of Swiss aronia, sunflower and wheat



DRY SHAMPOO
Fresh

DRY SHAMPOO

Fresh.

- ✓ For an instant style touch-up without shampooing
- ✓ Delivers volume and freshness and neutralises unpleasant odours
- ✓ No white residue
- ✓ With highquality extracts of Swiss aronia, sunflower and wheat

Application Shake well. Spray on dry hair from a distance of about 20 cm. Leave briefly to take effect then either shake or brush out.

Important note: this product does not need to be sprayed along the length of the hair. Volume and freshness start at the roots.



Our precious herbs for styling, hold and care.



Sunflower
(*Helianthus annuus* L.)

Rich in polyphenols and photoreceptors, sunflower acts as a natural sunscreen. Hydrates the hair and leaves it soft and supple.



Aronia
(*Aronia melanocarpa* L.)

The aronia berry, also known as black chokeberry, has a very strong antioxidant effect thanks to its high content of polyphenols and vitamin C.



Sea buckthorn
(*Hippophae rhamnoides* L.)

Contains high-quality active ingredients that smooth the dandruff cuticle and give hair new, natural shine. Sea buckthorn also shields the hair from the elements.



Wheat
(*Triticum vulgare* L.)

Wheat germ extract and wheat bran are rich in proteins, vitamins B and E, natural lipids and polyunsaturated fatty acids. They supply moisture, suppleness and help prevent dehydration.



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