

# Let it grow...

**Nourkrin®** has beautifully addressed the sensitive issue of hair loss. **Denise Barrett** charts the company's growth and its campaigns to drive positive awareness for sufferers.



**N**ourkrin is a huge brand with a global presence. It's a part of the Pharma Medico portfolio, a Denmark-based company 'dedicated to improving the wellbeing and life quality of people suffering from skin conditions and hair growth disorders'.

It's also been bestowed the World Trichology Society Gold Medal – the only hair supplement in the world to be recognised.

Chris Keeble joined Pharma Medico in October 2012 as Chief Executive Officer for the United Kingdom and Europe. He has been working in the Pharmacy and Health Food industry for over 25 years.

"Nourkrin® came to provenance in early 2000," he says. "Men started buying it first, for themselves not their partners. So, to address a market niche, the women-specific product was developed."

## EMPATHY AT WORK

Underneath this corporate armour lies a distinct empathy with what Nourkrin's products are all about – the company truly understands the emotional and morale-dependent relationship that an individual has with their hair.

Both Chris Keeble and Dr Omar Milhem, scientific team member at Pharma Medico, are no exception. At a recent press conference, to announce Nourkrin's National Hair Aware Campaign, they shared some personal insights: "I have four daughters", joked Chris, "and when they're all having a bad hair day, I leave the house!"

Fellow presenter Dr Milhem gave a personal testimonial. At 38, he has a full head of glossy hair, as you will see from his picture. "In my late twenties, I started shedding," he said. "When I paid my annual visit to see my mother, who lives abroad, she said, 'Son, your hair is thinning at the crown'. She's my walking litmus test!"

"So, I started taking Nourkrin five years ago, and the results are here for you to see." (He bowed, helpfully). Thanks to his mother, the doctor started supplementing in time and got his hair thickness back at the crown.

Dr Milhem, PhD MRPharmS GPhC, is a great raconteur. To demonstrate how testosterone production can affect hair growth, he shared another, rather more sobering anecdote about a case study of a pair of male identical twins.

"One of the boys had a serious accident," he told us, "which left



Chris Keeble, Chief Executive Officer



Dr Omar Milhem, scientific team member at Pharma Medico

him castrated. With no testosterone being produced, he maintained a full head of hair. His twin, however, thanks to the presence of the male hormone testosterone, which in turn is converted to dihydrotestosterone (DHT), by an enzyme in the scalp, suffered hair loss."

## WHAT'S TO BLAME?

Several factors can contribute to hair-thinning or loss, Nourkrin says, which include ageing, hormone changes, menopause, polycystic ovary syndrome, thyroid conditions and even Vitamin D deficiency. Also, lifestyle issues such as stress, crash diets, poor nutrition habits and over-styling. There are also genetic links for some people.

Nourkrin has conducted successful clinical studies published in leading UK peer-reviewed journals, in which users experienced highly significant results. The brand adheres to the criteria of integrity and quality and is bounded by pharmaceutical protocols in terms of R&D and manufacture. International regulation is complied with totally.

As Chris Keeble says, "We aim for perfection".

Nourkrin clinical trials have shown:

- A significant decrease of thinning hair.
- 35.7% increase in new hair growth after six months.
- 83.3% of subjects saw an improvement after just four months.
- 92% of subjects experienced an improvement after six months.
- 85% of subjects were completely satisfied with the results after six months.

In a consumer trial, where 3,000 Nourkrin users were questioned, 90% experienced a visible improvement in their hair after following the Nourkrin programme.

## HAIR-AWARE

This year, Nourkrin marks over 20 years of expertise in the hair growth sector. To celebrate, the company has rolled out a comprehensive series of

well-executed awareness campaigns.

National Hair Awareness Campaign 2014 is a public awareness initiative to address the taboo of hair-thinning and hair loss and to encourage people to seek help and understand that they are certainly not alone with this issue.

It's backed to the hilt with an investment of £1m which includes TV, radio and print advertising and will be reaching over 35 million people nationwide. It's supported by a PR programme, plus targeted mailings to hair and beauty therapists, pharmacists, GPs and trichology specialists. The campaign also features its own dedicated website that is generic, and totally unbranded.

## PHARMACY SUPPORT

Nourkrin provides counter display units that house product and consumer information, shelf-talkers, window posters, showcards and large dummy display cartons.

There's also extensive literature for staff and consumer, including succinct, informative leaflets. The 20 Minute Training Guide is the ideal tool for staff to help them understand about hair loss or thinning and encourage empathy with customers and clients.

The Hair Awareness Campaign project works in synergy with a series of thoughtful educational initiatives. Written material is targeted specifically at the general practitioner, community pharmacist, health store retailer, practitioner, hairdresser (the ultimate confidante for women) and beauty therapist.

This follows on the heels of a 2013 GP Survey entitled 'Don't suffer in silence' that revealed that only a small percentage of patients spoke to their doctor about hair loss and, surprisingly, many had an unsympathetic reaction, and were even derided for asking.

To redress the balance, there is an informative 2014 poster campaign running throughout Britain's waiting rooms. The document is written by two leading professors – Dr Jan Wadstein MD, Associate Professor at Lund University and Dr Erling Thom PhD of Stanford University – and will explain the science behind Nourkrin.

## HOW DOES NOURKRIN WORK?

Nourkrin has been specifically formulated to include the unique property Marilex, exclusive to Pharma Medico, which contains ingredients that are proven to influence the hair growth cycle and in particular by influencing hairs in the Anagen and Telogen phases. This dual effect sends out direct signals for the hair to grow.

## HAIR-RAISING INSIGHTS

- Nourkrin research shows that nearly two in three women and eighty per cent of all men will experience hair loss or thinning at some time in their lives.
- At any given time, forty per cent of women and fifty per cent of men between the ages of 30 and 60 will be experiencing either hair-thinning or loss.
- Male pattern baldness and female pattern loss are believed to be the most common conditions.
- British men are the most likely in Europe to worry about balding, but the least likely to do anything about it.
- Almost half of sufferers declared they would spend their life savings to regain a full head of hair
- Sixty five per cent feel hair loss has negatively impacted on their self-confidence.
- Thirty per cent of all British women turn to their hairdresser on how to hide the problem cosmetically.



Nourkrin is not a multivitamin, is drug-free and based on natural ingredients. It doesn't contraindicate with conventional medication.

It's not suitable, though, for pregnant women or for those allergic to fish.

Products come in clean, almost medical-looking packaging, specifically designed, the company says, not to detract from the serious nature of the condition. It also makes it an ideal brand for the independent pharmacy channel.

"This not a miracle, magic bullet drug," says Chris Keeble, "but a totally natural preparation to help reverse the hair loss process, and normalise the hair cycle."

**Nourkrin®**

## CONTACT

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