

## PRODUCT INFORMATION

# Cerachron®

*Cerachron® is a breakthrough chronobiologic formula that supports healthy, strong hair and nails. Cerachron® provides the optimal supply of vitamins, minerals and active nutrients to the hair and nails at the just the right time of day, based on the emerging science of chronobiology.*

### Basic Facts

Lustrous, shining hair and firm, strong nails are said to be indicative of the general health of your body. This belief is well-founded: Environmental toxins, stress and sub-par nutrition affect the health of the hair and nails as well as overall well-being.

An unhealthy digestive system fails to supply the hair roots and nails with the nutrients they need to grow strong and healthy. Blow-drying your hair at too high a temperature, constant coloring and excessive exposure to the sun can also cause damage to both hair and roots. The nails are made up of 100 to 150 layers of a tough protein called keratin. Brittle nails are most likely a sign of poor vitamin & nutrient supply, specifically to the keratin-producing cells. Improving the condition of brittle hair and nails can only begin from the inside.

Cerachron® is a long-awaited chronobiologic preparation formulated to provide the desired supply of vitamins, minerals and active nutrients to the hair and nails at the optimal time of day. Your hair's cells divide quickly and require an extraordinary amount of building materials – some in the morning, some in the evening. The vitamin biotin, also known as vitamin H and vitamin B7, is absolutely essential for the formation of the main building block, keratin. A lack of biotin can lead to hair loss, as well as brittle hair and nails. Biotin is also required for the creation of certain enzymes and amino acids, as well as for maintaining healthy fatty acid metabolism. If your body begins using more biotin for any reason, your hair and nails will be the first to suffer.

### Effects

The hair on your head grows at a density of approximately 200 to 900 hairs per square centimeter. Blondes usually have twice as many hairs (150,000) as redheads (75,000). Hair typically grows a third of a millimeter a day. At any given time, up to 90 percent of your hair is in a growth or

production phase. Hair growth tends to slow down with age, especially in men. This is mainly due to hormonal changes, but can also be related to a reduced supply of nutrients.

A single hair is approximately 0.08 millimeters thick and consists of 5 parts, including an erector muscle! Human hair has a water content of about 10 percent, and each hair shaft is protected from drying out by keratin plates arranged in a scale-like pattern pointing up to the top of the hair, similar to the scales on a pine cone. The largest percentage of the dry portion of each hair is made up of specific proteins called keratins. Healthy hair also has a high content of cysteine – a sulfur-containing amino acid that strengthens and protects against cell-destroying free radicals – but it also needs silicon. If these nutrients are deficient, they must be replaced around the clock.

Fingernails grow four times faster than toenails. They consist of 100 to 150 layers of keratin. When your body is lacking nutrients, these layers are thinner, more brittle and may become discolored, resulting in a fingernail that is no longer strong and beautiful.

There is no doubt that what we eat is as important for our skin, hair and nails as it is for the rest of our body. Healthy hair and nails require vitamins and minerals that keep them strong and lustrous. Many well-established phytonutrients have proven to be effective in protecting against states of deficiency. Some of these vital ingredients are most effective in the morning, while others are most effective in the evening, so the ingestion of certain vitamins and vital ingredients should be carefully separated into specific morning and evening capsules.

Apart from the basic components needed for healthy keratin, more than a dozen other nutrients have been scientifically identified as being beneficial for hair and nails.

We have incorporated the most important of these in the chronobiologic formula Cerachron®.

**Niacinamide:** Supports healthy fat and carbohydrate metabolism as well as energy production in the skin. Hair roots are energy-intensive because their cells divide very actively to quickly produce new hair. Niacin, with its typical vitamin B properties, is involved in many enzymatic processes and has an antioxidant effect. Not only is niacin important for the regeneration of skin, hair and nails, but it's also vital for muscles, nerves and the maintenance of healthy DNA.



**Cerachron®**

- ▶ Nourishes and strengthens hair and nails for optimal growth
- ▶ Rescues brittle nails and lifeless hair

At a Glance

Cerachron®

**Biotin:** Not until 40 years after the discovery of this vital ingredient from the B vitamin family was it recognized as a vitamin. Biotin is a co-factor of important enzymes essential for the production of certain amino acids and for healthy fatty acid metabolism. Positive results associated with biotin are regrowth of hair, increased thickness and reversal of graying.

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

**Selenium:** A deficiency of this trace mineral threatens not only the health of the nails and hair; scientists in Ireland found a connection between low selenium levels in the nails and osteoarthritis of the knees.

**Horsetail extract (equisetum arvense):** This age-old medicinal plant from the dinosaur age contains substances in its brownish cones that have surprising properties, most importantly a high content of easy-to-absorb, natural silicon. Silicon is a chemical and semi-metal whose name is derived from the Latin word for pebble (silex). Horsetail contains up to 7 percent of bioavailable silicic acid. Silicon has a strong binding capability which is useful for particularly stressed tissue (for example, cartilage) and is also necessary for strong teeth, hair and nails.

**MSM (methyl-sulfonyl-methane):** Sulfur is a mineral element that's essential to human metabolism. Our body contains about 150 grams of sulfur, mainly in the hair, nails and cartilage, whose structure and strength are directly dependent on their sulfur content. With sulfur often lacking in our diets, it's imperative to supplement with a highly effective, bioavailable sulfur derivative like MSM.

**Hyaluronic acid:** This glucosaminoglycan is not only a basic building block of cartilage but also an important component of connective tissue. An optimized supply of hyaluronic acid promotes supple, taut skin and healthy hair and nails.

**Coral Calcium®:** This calcium-containing mineral mix derived from coral has numerous beneficial properties. Not only is it an amazing source of calcium, it also facilitates healthy pH balance in the gastrointestinal tract, enabling the body to better absorb micro-nutrients.

**Bioperine®** is an extract derived from black pepper that boosts the bioavailability of the active ingredients in Cerachron®.

## Uses

Cerachron® provides your hair and nails with the essential building materials for the healthy production of keratin, plus nutrients necessary for forming new collagen and strengthening connective tissue.

Each individual hair has a life of two to six years, during which time it is exposed to multiple toxic and environmental stressors. Insufficient nutrition, vitamin and mineral deficiencies and hormonal changes create additional stress for hair and nails. Dull, lifeless, hair and thin, brittle nails are indicators of a state of deficiency in the body.

## Composition

AM capsule (morning)	
	daily dose
Vitamin B6	2 mg
Vitamin C	60 mg
Vitamin E (as D-alpha tocopheryl acid succinate)	9 mg
Selenium (Se)	50 mcg
Horsetail extract (equisetum arvense)	150 mg
MSM	300 mg
Hyaluronic acid	12 mg
Coral Calcium®	25 mg
Bioperine®	2.5 mg

in pharmaceutical grade. Other ingredients: microcrystalline cellulose, magnesium stearate, SiO<sub>2</sub>.

PM capsule (evening)	
	daily dose
Vitamin B1 (thiamine)	1.4 mg
Vitamin B2 (riboflavin)	1.6 mg
Vitamin B12	50 mcg
Niacinamide	18 mg
Biotin	500 mcg
DL-methionine	20 mg
Zinc (Zn)	15 mg
Horsetail extract (equisetum arvense)	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: magnesium stearate, microcrystalline cellulose, SiO<sub>2</sub>.

## Dosage

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




## Instructions

Food supplements are no substitute for a well-balanced diet and a healthy lifestyle. The indicated recommended daily intake should not be exceeded. Persons under constant medical care should consult a physician before taking the supplements. Product information is not to be considered a statement regarding cure; in general, we advise against self-medication without proper consultation of a doctor. Subject to mistakes and print or typographical errors.

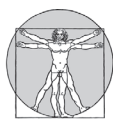
Store in a cool and dry environment, out of reach for children.

## Cerachron® Product Groups

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

-  Vitamins & Food Supplements
-  Chronobiology
-  Skin & Hair

Manufacturer:



**VitaBasix®**

by LHP Inc.

[www.vitabasix.com](http://www.vitabasix.com) | [uk@vitabasix.com](mailto:uk@vitabasix.com)

## 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.

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