

8440

90 tablets

Product Information Sheet

Please read this entire leaflet carefully before you start to take Florisene® because it contains important information for you.

What is in Florisene®?

Florisene® is a food supplement.

This pack contains 6 blister strips of 15 tablets. Each red/brown tablet provides the following nutrients:

Vitamin C	24mg
Vitamin B12	3µg
Biotin	50µg
Iron (as Ferrous Fumarate)	24mg
Selenium	10µg
L-Lysine	500mg

Multinutrient formula with biotin and selenium, which contribute to the maintenance of normal hair.

ⓧ Florisene® is suitable for vegetarians.

What are Florisene® tablets for?

Florisene® has been formulated to provide certain essential nutrients to help maximise hair growth in women who have a specific type of hair loss termed Chronic Telogen Effluvium (CTE).

CTE is hair loss which is evenly distributed across the scalp without the presence of patches. In fact, it is often only the sufferer who notices that their hair is shedding more than it used to.

Women suffering from this type of hair loss are usually aged between 18 to 50, and generally have one of the following signs:

- An increase in the number of hairs lost when shampooing, brushing or combing.
- Less hair to clip or tie back than before.

How does Florisene® work?

Research has found that a large proportion of women with CTE have low blood ferritin levels (iron

stores), compared with levels generally found in women without hair loss. Low serum ferritin levels usually result from the loss of blood during menstruation, which is just enough to cause a gradual depletion of iron stores, particularly in women who eat little or no red meat.

Studies show that if this type of iron deficiency is corrected and the ferritin level is raised to a certain 'trigger point', then hair growth will start. In fact, what actually happens is that the growing phase of the hair follicles is lengthened so there are, at any one time, more hairs 'growing' as opposed to 'resting'. This means that hair volume will start to increase and any excessive shedding will reduce.

It has been identified, however, that an iron supplement alone is insufficient for a significant proportion of women who reach this 'trigger point' and that other nutrients are required such as the amino acid L-Lysine to correct the nutritional imbalance. Florisene® provides those nutrients that have been identified from extensive research that are needed to raise iron stores to the 'trigger point' for optimal hair growth.

Before you take Florisene®

You should **not** take Florisene® if:

- You are taking oral antibiotics.

Ask your doctor or pharmacist **before** taking Florisene® if:

- You are taking prescribed medication.
- You are breast-feeding, pregnant or planning to become pregnant.

DO NOT TAKE ANY OTHER SUPPLEMENTS THAT CONTAIN IRON WHILST TAKING FLORISENE®

How to take Florisene®

Please observe the following directions in order to fully benefit from Florisene®.

- These tablets should only be taken orally and swallowed whole with water half to one hour before food or on an empty stomach.
- Try to avoid drinks containing milk or tea and coffee within an hour of taking Florisene® as these drinks may affect the absorption of the nutrients.
- Florisene® should not be taken within 2 hours of taking any medication, including indigestion remedies.

How much to take

Florisene® should be taken at three tablets daily for the first six months. Most women take 1 tablet in the morning followed by 2 before bedtime.

Thereafter a maintenance intake of 1 to 2 tablets per day is recommended (see table below for guidance on the most appropriate maintenance dose for you). Do not exceed recommended daily dose.

Guidance on maintenance dose

Type of Menstrual Loss	Consume at least 3 portions of red meat per week	Consume no red meat or less than 3 portions per week
Light to Moderate Flow	1 tablet per day	2 tablets per day
Moderate to Heavy Flow	1 tablet per day	2 tablets per day
Very Heavy Flow	2 tablets per day	2 tablets per day

Whilst taking Florisene®

Side effects

Florisene® contains iron and a small proportion of people who are unusually sensitive may experience some minor digestive disturbance such as nausea. This generally disappears, but should it persist, then take Florisene® with a 'light' meal. Some individuals may also notice a darkening of the stools.

Florisene® is safe at the recommended intake. In cases of overdose, seek medical help.

How should the tablets be stored?

Do not use after the best before end date shown on the pack.

Store in a cool, dry place.

This product contains iron, which if taken in excess, may be harmful to young children.

Keep out of sight and reach.

Hair problems that Florisene® will not help

It is important to note that Florisene® is not relevant for the treatment of genetic hair loss (androgen-dependent alopecia), this is characterised by hair loss on the top of the head. Nor will it help hair loss associated with pregnancy, thyroid problems or other health disturbances. It is also not applicable for hair conditions such as hair lacking shine and/or 'life', split ends or hair that is breaking due to colouring and/or perming.

How can you obtain more information about Florisene®?

Further information is available in our booklet 'Understanding Hair Loss in Women' & on our website at www.florisene.com. To obtain your free copy of our booklet, ask your pharmacist or call our Hair Helpline on **01892 554347**.

Further notes on Florisene® for doctors and health professionals

The serum ferritin level is the most critical measurement to ascertain whether Florisene® is applicable. However, other blood measurements can influence what level this reading should be.

We supply a technical information pack specifically for GPs & Pharmacists which details specific blood measurements that may be clinically relevant. To obtain your free copy, please contact us on the following number: **Technical Department 01892 554347**

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