

Dr Reddy's launches HAIROOTZ in India

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Dr Reddy's has announced the launch of HAIROOTZ, the first hair growth supplement to be marketed in India as over-the-counter (OTC) by the company. HAIROOTZ comes from the same branch of business that markets MINTOPTM.

Studies reveal that more than 58 percent of men aged 30-50 years suffer from a common type of hair loss, due to modern lifestyles which has brought about various nutrition related deficiencies and diseases, hair loss being one of them. HAIROOTZ provides key nutrients needed for maintaining healthy hair. Stressful lifestyles often lead to hair greying and hair loss. HAIROOTZ's unique formula has grape seed extract containing potent antioxidants, which are 20 times greater than Vitamins E & C.

Other key ingredients include Biotin which helps prevent excessive hair loss, minerals which have shown to reduce hair thinning, breakage and prevent dandruff and greying. It also includes key amino acids which would promote hair growth by improved blood circulation to hair roots.

HAIROOTZ will be available across all leading departmental, pharmacy stores and online retailers.