



## This Genius Hair Growth Serum Can Actually Reverse Your Hair Loss

If you're a **woman over 40** experiencing **hair loss**, you're not alone. Though it's typically thought of a male issue, the American Hair Loss Association reports that women make up **40 percent of American hair loss sufferers**. Whether you've been losing strands for years or have just started noticing a bit more hair than usual collecting in the bathtub drain, it can be a disheartening process, to say the least. Enter the **évolis Reverse Activator (\$65, Bloomingdale's)**.

Founded to help women experiencing hair loss gain back their hair confidence, évolis is not your average hair loss brand. The heart of its best-selling **line** is its Reverse Activator, an adored hair loss solution that's got plenty of research behind it. This clinically-proven blend not only reduces hair loss, it increases hair density and growth rate: According to a **brand study**, 95 percent of participants saw an increase in hair thickness within the first 90 days of use, while 97 percent of users noticed less hair fallout after 120 days.



So what's its secret? A proprietary blend of plant extracts, antioxidants, keratin, and wheat protein, which work together to block the proliferation of the Fibroblast growth factor 5 (FGF5) protein.

In essence, the FGF5 protein is a naturally-occurring amino acid that's found at the root of hair and acts as a **hair growth regulator**. The Reverse Activator reduces natural FGF5 levels, consequently accelerating hair growth and minimizing loss. By applying this hair serum to roots twice a day on damp or dry hair, your locks will be thicker, stronger, and fuller in no time.

Scientist and évolis CEO Maria Halasz, who spearheaded the growth of this brand after noticing the effect it had on her own hair, shared her own success story in a press release, saying, "As someone who began losing her hair at age 40, I deeply relate with women who suffer from a lack of confidence and loss of hope because of thinning hair. ... Evolis changed my life, and I'm so thrilled to be able to share this product with the millions of Americans who suffer physically and emotionally from hair loss."

As for online reviews, they're just as glowing, with one happy buyer writing, "I have been using évolis for nine months now and it is fantastic. My hair feels and looks great every time I use it. It is noticeably thicker and grows faster than before as noted by my partner and hairdresser. The results don't happen overnight, but after 10 weeks, you can see the results kicking in. Hooked for life as they say!"

Another wrote, "I've been using this product twice a day, morning and evening. I noticed that my hairline edges are filling in. I no longer have the tons of hair loss on wash days that was getting scary."

In addition to its activator, évolis also offers a shampoo (\$28, **Bloomingdale's**), conditioner (\$28, **Bloomingdale's**) and treatment mask (\$40, **Bloomingdale's**) in its Reverse line, which is formulated with the same FGF5-blocking ingredients.

**Where to buy: \$65, **Bloomingdale's****