SUPPLEMENTARY INFORMATION

Table S1. USPlus DERM Topical 2% Serum Formulation

	Product Name	INCI Name	Supplier	%
Phase A	Demineralized water	Aqua, Water		76.55
	MASSOCARE HEU	Urea	MASSO	5.00
	SOLAGUM AX	Acacia Senegal Gum (and) Xanthan Gum	SEPPIC	0.30
Phase B	Proprietary USPlus DERM BIOACTIVE SAW PALMETTO EXTRACT	Serenoa Serrulata fruit extract	VENDEIS (sourced from Valensa International)	2.00
	POLYSORBATE 20	Polysorbate 20	SEPPIC	6.00
Phase C	Denatured alcohol	Denatured alcohol	France ALCOOLS	10.00
	Powdered fragrance	Fragrance	VOX PROFUMI	0.10
Phase E	Citric Acid	Citric Acid	PRODHYG	0.05
pH = 6.0-6.5				

INCI = International Nomenclature of Cosmetic Ingredients.

Table S2. Participant Demographic, Scalp, and Hair Characteristics at Baseline (Week 0)

Characteristic	Participants, N=22
Skin phototype, n (%)	
II	5 (22.7)
III	7 (31.8)
IV	9 (40.9)
VI	1 (4.5)
Scalp condition, n (%)	
Dry	8 (36.4)
Normal	10 (45.5)
Oily	4 (18.2)
Hair type, n (%)	
Dry	5 (22.7)
Normal to dry	6 (27.3)
Normal	8 (36.4)
Mixed/combination	3 (13.6)
Hair texture, n (%)	
Straight	12 (54.5)
Wavy/soft	7 (31.8)
Curly	1 (4.5)
Frizzy	2 (9.1)
Hair length, n (%)	
Very short	5 (22.7)
Short	8 (36.4)
Medium	3 (13.6)
Long	5 (22.7)
Very long	1 (4.5)

Table S3. Individual Dermatologist-Assessed Hair Loss Scores at Baseline (Week 0) and Week 12

According to the Hamilton-Norwood Scale for Men and Ludwig-Savin Scale for Women

Participant number, males	Hamilton-Norwood Score	
	T0 Visit	**T12 Visit**
#1	3	2
#2	5	4
#6	4	4
#7	2	2
#8	5	4
#12	2	2
#13	2	2
#14	7	7
#18	4	3
#21	3	3
#22	5	5
#23	4	3
#24	4	4
#26	3	3
#27	4	4
Participant number, females	**Ludwig-Savin Score**	
	T0 Visit	**T12 Visit**
#2	II-1	I-4
#5	I-2	I-1
#9	I-2	I-2
#15	I-2	I-2
#17	I-2	I-1
#20	I-4	I-3
#25	I-3	I-2

Table S4. Participant-Reported Efficacy at 4, 8, and 12 Weeks of USPlus DERM Use

Statement	Participants who agree/somewhat agree, n (%) N=22			P value vs those who disagree/somewhat disagree			Change from Week 4	
	Week 4	Week 8	Week 12	Week 4	Week 8	Week 12	Week 8	Week 12
The product helps maintain better hair density	14 (63.6)	17 (77.3)	20 (90.9)	NS	0.01044	0.00012	+13.7%	+27.3%
The product seems to reduce my hair loss	14 (63.6)	16 (72.7)	19 (86.4)	NS	0.03322	0.00064	+9.1%	+22.8%
I feel like I'm losing less hair every day	14 (63.6)	18 (81.8)	17 (77.3)	NS	0.00285	0.01044	+18.2%	+13.7%
I feel like I lose less hair when styling	14 (63.6)	17 (77.3)	17 (77.3)	NS	0.01044	0.01044	+13.7%	+13.7%
The product seems to stimulate my scalp	15 (68.2)	14 (63.6)	17 (77.3)	NS	NS	0.01044	−4.6%	+9.1%
The product seems to stimulate hair growth/regrowth	13 (59.1)	14 (63.6)	16 (72.7)	NS	NS	0.03322	+4.5%	+13.6%
The areas affected by hair loss seem less visible	11 (50.0)	12 (54.5)	16 (72.7)	NS	NS	0.03322	+4.5%	+22.7%
My hair seems more supple	15 (68.2)	17 (77.3)	15 (68.2)	NS	0.01044	NS	+9.1%	0.0%
My hair seems healthier	15 (68.2)	15 (68.2)	15 (68.2)	NS	NS	NS	0.0%	0.0%
My hair seems strengthened	14 (63.6)	13 (59.1)	15 (68.2)	NS	NS	NS	−4.5%	+4.6%
My hair has more body	15 (68.2)	14 (63.6)	14 (63.6)	NS	NS	NS	−4.6%	−4.6%
The product seems to increase the density of my hair	12 (54.5)	14 (63.6)	14 (63.6)	NS	NS	NS	+9.1%	+9.1%
My hair feels softer	14 (63.6)	18 (81.8)	13 (59.1)	NS	0.00285	NS	+18.2%	−4.5%
When I touch my hair, it seems thicker	12 (54.5)	14 (63.6)	12 (54.5)	NS	NS	NS	+9.1%	0.0%
My hair seems brighter	13 (59.1)	14 (63.6)	11 (50.0)	NS	NS	NS	+4.5%	−9.1%

NS = not significant; S = significant.

Table S5. Participant-Reported Improvement in Hair Loss/Density From Baseline to Week 12

Have you noticed an improvement in your hair loss/density over the last 12 weeks?	Yes: 20 (90.9%) No: 2 (9.1%)		*P* value vs those who did not notice an improvement
How long did it take for you to notice an improvement?	n, (%) N=22	Cumulative n (%)	
1 week	1 (4.5)	1 (4.5)	NS
2 weeks	5 (22.7)	6 (27.3)	NS
3 weeks	6 (27.3)	12 (54.5)	NS
4 weeks	2 (9.1)	14 (63.6)	NS
5 weeks	0	14 (63.6)	NS
6 weeks	1 (4.5)	15 (68.2)	NS
7 weeks	1 (4.5)	16 (72.7)	0.03322
8 weeks	2 (9.1)	18 (81.8)	0.00285
9 weeks	1 (4.5)	19 (86.4)	0.00064
10 weeks	0	19 (86.4)	0.00064
11 weeks	0	19 (86.4)	0.00064
12 weeks	1 (4.5)	20 (90.9)	0.00012

NS = not significant; S = significant.

Table S6. Participant-Reported Product Characteristics at 12 Weeks of USPlus DERM Use

Statement	Participants who agree/somewhat agree, n (%) N=22	*P* value vs those who disagree/somewhat disagree
The product is easy to apply	22 (100.0)	0.00001
The product is pleasant to apply on wet hair	22 (100.0)	0.00001
The product is pleasant to apply on dry hair	22 (100.0)	0.00001
The texture of the product is pleasant	20 (90.9)	0.00012
The fragrance of the product is pleasant	20 (90.9)	0.00012
The product is suitable for my hair type	20 (90.9)	0.00012
The product is pleasant to use routinely	19 (86.4)	0.00064
The product does not leave hair sticky	18 (81.8)	0.00285
The product does not leave hair greasy	18 (81.8)	0.00285
The product does not weigh down my hair	17 (77.3)	0.01044
The product is lightweight and doesn't feel heavy on the scalp	17 (77.3)	0.01044
The product is lightweight and doesn't feel heavy on the hair	17 (77.3)	0.01044
The product leaves a protective coating	15 (68.2)	NS

Figure S1. Study Timeline

Screening phone calls
33-Item questionnaire
February to March 2024

Week 4
Participant questionnaire
April 14, 2024

Week 12
End of study:
Dermatologist evaluation
Participant questionnaire
June 9, 2024

Week 0
Baseline assessment:
Dermatologist evaluation
March 18, 2024
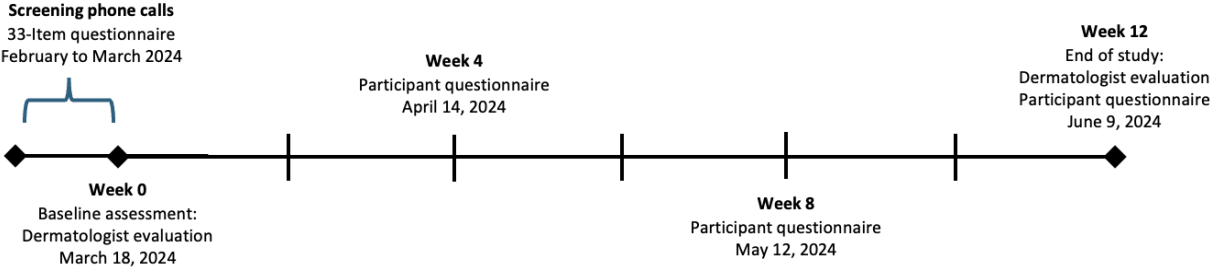
Week 8
Participant questionnaire
May 12, 2024

Figure S2. Examples of Photographic Assessments for Participants. The images on the left-hand side show participants at baseline (Week 0), while the image on the right-hand side shows the same participant at study end (Week 12).

Male Participants

Female Participants

Figure S3. Participant-Reported (N=22) Ranking of Product Satisfaction at Week 12 on a Numeric Scale of 0 (Least Satisfied) to 10 (Most Satisfied).