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Pharmactive to Showcase Kyoh for Hair Follicle Health at Vitafoods Europe

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Nutraceutical ingredient developer Pharmactive Biotech Products has introduced Kyoh, a botanical extract derived from Eruca sativa leaves, marking its entry into the growing nutricosmetics segment focused on hair follicle health.

Pharmactive will officially present Kyoh at Vitafoods Europe, where it aims to engage with industry stakeholders and explore formulation opportunities in the evolving hair health segment.

As the category shifts from broad â??beauty-from-withinâ?• positioning toward more targeted, biology-driven solutions, Kyoh has been developed with a specific focus on the follicular environment. The launch reflects a wider industry trend of precision formulation, where ingredient functionality is increasingly linked to defined physiological pathways rather than general wellness claims.

Kyoh is based on the leaf extract of Eruca sativa, commonly known as rocket. While rocket has a long history as a culinary ingredient and its seed oil has been traditionally associated with hair care practices, Pharmactiveâ??s approach centres on the scientific evaluation of its leaf phytocomposition for nutricosmetic applications.

The ingredient features a standardised profile designed to support formulation consistency and reproducibility. This includes more than 1.5 per cent Erucosides and between 1.5 per cent and 3.0 per cent flavonol glycosides, quantified via HPLC, including derivatives of quercetin, kaempferol, and isorhamnetin.

Interest in Kyoh is supported by preclinical research exploring its interaction with biological pathways linked to hair follicle function. A 2025 study published in Molecules evaluated the flavonol-rich extract in laboratory models using human dermal papilla cells. The findings indicated a stimulatory effect on cell growth and increased expression of growth factors such as VEGF and FGF7.

These results point to three key areas of ongoing investigation: follicular signalling within the microenvironment, cell proliferation processes associated with hair fibre formation, and cellular stress responses related to oxidative balance. However, the company notes that these findings are preclinical and should not be interpreted as confirmed clinical outcomes in humans.

Kyoh is also positioned around transparency and supply chain control. The raw material is sourced from European farmers, and production adheres to non-GMO and non-irradiation standards, factors increasingly valued by brands and consumers alike.

With its defined composition and targeted positioning, Kyoh is expected to appeal to formulators developing next-generation nutricosmetic products aimed at supporting hair health through more precise, science-backed approaches.