

MartinBauer Nutraceuticals Introduces AnnurTriComplex

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MartinBauer Nutraceuticals announces the launch of AnnurTriComplex, a clinically validated branded ingredient designed to support hair strength and natural hair growth without side effects.

Hair thinning is increasingly recognised as a significant aesthetic concern with strong links to self-perception and psychosocial wellbeing. Published epidemiological data indicate that ~30 per cent to 50 per cent of all women experience hair loss or thinning at some point in their lives. Androgenetic alopecia affects up to 50 per cent of men by age 50, with approximately 30 per cent of men in their twenties already exhibiting visible thinning. An estimated 735,000 to 800,000 hair transplant procedures are performed globally each year, highlighting a growing consumer demand for proactive, healthy and evidence-based solutions.

For product developers, these trends underscore the need for scientifically substantiated, naturally derived ingredients that support healthy hair while maintaining systemic balance suitable for both prevention and long-term use.

Some current treatments are intended exclusively for men, as they reduce dihydrotestosterone (DHT) synthesis, while others promote vasodilation. Both approaches may also present tolerability and compliance issues for certain users or compromise sexual performance.

AnnurTriComplex offers a botanical alternative focused on supporting follicular activity and hair growth. The ingredient is derived from Annurca apples (*Malus pumila*) cultivated exclusively in the Campania region of southern Italy, protected by "Melannurca Campana PGI" and standardised for oligomeric procyanidins and polyphenols. Pre-clinical and clinical research conducted at the University of Naples, Italy, has documented these apples for their impact on scalp and follicular health, including increased keratin expression and antioxidant protection.

Pre-clinical studies demonstrated that AnnurTriComplex enhances the hair follicle and reprograms the mitochondria, leading to increased hair follicle activity and upregulation of keratin synthesis. This enables stronger, fuller-looking hair and

sustained growth over time. Complementary in vivo studies showed reduced hair loss and prolonged active hair growth phase (anagen phase).

The clinical trials support these findings: a randomised, double-blind study demonstrated the superiority of Annurca apple compared with other apple varieties, and a subsequent trial involving 250 adults with hair loss issues showed that supplementation with 400 mg of AnnurTriComplex twice daily significantly improved hair growth outcomes after 60 days.

“These findings support a positioning for healthy hair growth, strength, thickness and density,” says Dr Julia Wiebe of MartinBauer Nutraceuticals. “AnnurTriComplex provides formulators with a clinically effective, natural, food-derived ingredient that supports follicular health and growth rate, helping streamline regulatory positioning while meeting consumer expectations for safety and scientific credibility.”