



IKLT-0221/020714

## SEMBURI

Swertia Herb (Swetiae Herba)

### *SWERTIA HERB*

Plant Name: *Swertia japonica* Makino

Family name: Gentianaceae



Swertia herb has two names in Japanese. One name is “Sen-buri” (千振: a thousand infusion) named after its strong bitter taste that still exists even after being squeezed (infused) a thousand times. Swertia herb has been widely used as a Japanese folk medicine for a long time as a stomach strengthener, for abdominal pain relief, disinfecting dermal parasites, influenza protection, menstrual problems and placenta toxicity as well as hives. Swertia herb’s other name, “Tou-yaku” (当薬: actually effective medicine) shows how this herb effectively works on various symptoms. Swertia herb is one of the herbal plants listed in Japanese Pharmacopoeia.

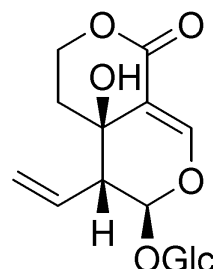
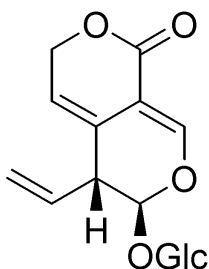
SEMBURI EXTRACT BG is one of the few Japan Quasi-drug active ingredients in the hair growth tonic category.

### *MAIN COMPONENTS OF SWERTIA HERB*

Semburi (*Swertia japonica*)

gentiopicroside

swertiamarin



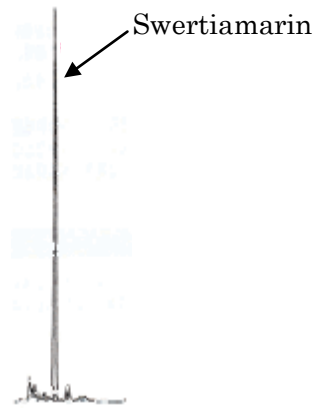
## *SWERTIAMARIN*

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Swertiamarin has been drawing a great deal of attention as active component which supports swertia herb's efficacy.

SEMBURI EXTRACT BG contains this swertiamarin, approximately 3% in the product.

### Swertiamarin analysis by HPLC



## *BLOOD CIRCULATION EFFECT*

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**“Blood Circulation Effect and Hair Growth Promotion Effect of Swertia Herb”**  
(難破恒雄著「原色和漢薬図鑑」/Tsuneo Namba, “Genshoku wakan yaku-zukan” )

“The swertia herb extractive, which was obtained by ethanol extraction, promotes the oxidation-reduction reaction. When the extractive was intravenously-injected to rabbits, the blood in the peripheral vessel increased, the skin surface temperature rose and skin oxidation-reduction reaction was enhanced. Based on this result, the swertia herb extract was applied to people who suffer from alopecia, the efficacy ratio was 80%.”

According this reference, swertia herb extract is considered to contribute hair growth because the extract directly stimulates the hair root and also boosts the dermal papilla cells by the promoting blood circulation around the hair root.