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(71)Name of Applicant :

**1)MADURAI KAMARAJ UNIVERSITY**

Address of Applicant :Palkalai Nagar, Madurai, Tamilnadu-625021. -----

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

**1)Dr.J.SRIDHAR**

Address of Applicant :Assistant Professor & Head i/c Department of Biotechnology, Directorate of Distance Education, Madurai Kamaraj University, Madurai-625 021. -----

**2)M.JOHN RECLIENE**

Address of Applicant :A4, Shanthi nikethan Apartment, Annanagar, Madurai-625 020. -----

(57) Abstract :

The present invention relates to hair care formulation for cosmetic applications, more particularly it relates to a formulation of a hair care serum containing Acetanisole, a natural fragrant substance to promote hair growth, which is isolated from an essential oil extracted from marine red algae or seaweed including Portieria homemarmii and a method of preparing the composition are disclosed. The hair care serum composition comprising of Acetanisole (OS-5.0%), testosterone (OS-5%), a pharmaceutically acceptable carrier (40-50%) that provides moisturizing effect, surfactants (1-5%) for even distribution of hair serum during application and preservatives (OJ-1%) to protect from microbial growth and extend shelf life, wherein the Acetanisole isolated from P. hornemannii demonstrates increased follicular density by 147 % in combination with testosterone. The Acetanisole acts as an active ingredient and also provides fragrance for the serum.

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