

Hair growth regulation by the extract of aromatic plant *Erica multiflora*

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Recently, people are experiencing more stress and some have problems regarding hair growth as a part of the aging process. Resolving this hair growth problem is important for the aging society in the future. This is because not only bodily health but also mental health is important for a healthy life. Thus, we attempted to find plants having hair growth regulation activity. We collected plant extracts from Tunisia for bioprospecting purposes. Among them, we investigated the *Erica multiflora* extract to evaluate the hair growth promotion activity. MTT (3-(4,5-dimethyl-2-thiazolyl)-2,5-diphenyl-2H-tetrazolium bromide) assay and cell cycle assay on human dermal papilla cells in vitro and administration assay on mouse dorsal skin in vivo were performed. As a result, the *Erica multiflora* extract promote the dermal papilla cell growth and cell cycle, and induced hair growth in vivo. We show that the *Erica multiflora* extract has a high activity for promotion of hair growth cycle, or induction of anagen phase from telogen phase.