WHAT IS CLAIMED IS:

1. A pharmaceutical composition for preventing or treating hair loss, the pharmaceutical composition comprising a chemokine (C-X-C motif) ligand 1 (CXCL1) protein as an active ingredient.

2. The pharmaceutical composition of claim 1, wherein the CXCL1 protein consists of amino acids represented by SEQ ID NO: 1.

3. The pharmaceutical composition of claim 1, wherein the CXCL1 protein is coded by polynucleotide of SEQ ID NO: 2.

4. The pharmaceutical composition of claim 1, wherein the hair loss is one or more kinds selected from the group consisting of male pattern hair loss, female pattern hair loss, round hair loss and resting hair loss.

5. A quasi-drug composition for preventing or improving hair loss, the quasi-drug composition comprising a CXCL1 protein as an active ingredient.

6. The quasi-drug composition of claim 5, wherein the quasi-drug has one or more kinds of formulations selected from the group consisting of creams, lotions, aerosols, shampoos, gels and packs.

7. A cosmetic composition for preventing or improving hair loss, the cosmetic composition comprising a CXCL1 protein as an active ingredient.

8. The cosmetic composition of claim 7, wherein the cosmetic composition has one or more kinds of formulations selected from the group consisting of a hair tonic, a hair cream, a hair lotion, a hair shampoo, a hair rinse, a hair conditioner, a hair spray, a hair aerosol, pomade, a powder gel, a hair pack, a hair treatment, an eyebrow hair growth agent, an eyelash hair growth agent, and an eyelash nutrient.

9. A food composition for preventing or improving hair loss, the food composition comprising a CXCL1 protein as an active ingredient.

10. A pharmaceutical composition for promoting hair generation or hair growth, the pharmaceutical composition comprising a CXCL1 protein as an active ingredient.

11. A quasi-drug composition for promoting hair generation or hair growth, the quasi-drug composition comprising a CXCL1 protein as an active ingredient.

12. A cosmetic composition for promoting hair generation or hair growth, the cosmetic composition comprising a CXCL1 protein as an active ingredient.

13. A food composition for promoting hair generation or hair growth, the food composition comprising a CXCL1 protein as an active ingredient.