HAIR CARE FOR AGING HAIR

Where trendsetting is paramount
A booming growth sector

With the anti-aging products market expected to reach $291 billion (worldwide) by 2015, the desire for maintaining a youthful appearance shows no sign of slowing down.

According to Euromonitor/2013:

- anti-aging is a fast-growing property in hair care
- Japan and the US are set to embrace the trend

In an already saturated hair care market, scientifically based hair care that utilizes anti-aging technologies will, undoubtedly, carry a competitive advantage.

NURTURE ...NOT NATURE
Contrary to the notion that genetics and physiology are solely responsible for the aging of hair, years of
- Blow-drying
- Straightening
- Ironing
- Brushing
have contributed to the early aging of hair.
We’re aware of the many symptoms of aging hair, ie. thinning, dullness, breakage, dryness, loss of density and color.

Treating them effectively is our mission...\textit{preventing} them is our proposition.

Ours is a regimen that works from the inside out, concentrating first on optimizing scalp health and follicle production while decelerating the aging process associated with shrinking and diminished follicle production. We combine preventive treatment with scientifically proven ingredients aimed at strengthening, thickening, moisturizing, densifying and restoring luster to aging hair shaft.
A shrinking follicle + thinning hair shaft and...a rapidly growing market - ripe for novel, scientifically based, anti-aging hair care

By addressing hair shaft in the *anagen* stage while repairing it in its *catagen* stage, this two pronged approach offers maximum preventive and reparative results.
SLOWING DOWN THE AGING HAIR FOLLICLE
...THROUGH STUDIED, SCIENTIFIC, & SPECIFIC ACTIVE INGREDIENTS

PROCAPIL™...clinically proven to counteract the main causes of alopecia (poor microcirculation & follicle atrophy)
- Over a 4 month period, Procapil™ increased anagen/telagen ratio up to 46%
- 67% of panelists experienced an increase in anagen number
- Thicker root sheath observed resulting in optimum anchoring

IN VITRO ...
- At same concentration, as efficient as Minoxidil in stimulating hair growth
- With improved hair anchoring, Procapil™ provides a protecting and repairing effect on the structural components of follicle
ENCOURAGING HAIR REGENERATION

THROUGH BIOFUNCTIONAL ACTIVES SPECIFICALLY DESIGNED FOR ADDRESSING HAIR AGING DURING ANAGEN PHASE

DYNAGENTM
- Boosts hair’s structural strength, clinically proven to provide consumer-perceivable benefits for thicker, stronger hair
- In Vitro, boosts expression of key markers involved in:
  * minimizing hair fall
  * protecting against hair aging
  * enhancing health of hair

FOLLISYNCTM
- Maintains natural hair growth and boosts renewal
- In Vitro, boosts expression of proteins which help hair regulate and
- In Vitro, boosts expression of key markers involved in:
  * stimulating hair growth
  * growth of strong hair under stressful conditions

PROTECTAGENTM
- Boosts stem cell functions in vitro, including:
  * markers of hair follicle stem cells associated with hair regeneration

CAPAUXEINTM
- Encourages hair adhesion, regeneration, and elongation
SAGE: A source of magnesium, zinc, potassium, and vitamins B & C, SAGE has antibiotic, antiseptic, and potential hair growth properties.

NETTLE: One of the oldest hair loss remedies, NETTLE is believed to counteract hair loss, prevent and cure dandruff, reduce oily secretions, improve hair quality, and stimulate scalp.

HORSETAIL: Contains components found in healthy hair, nails, and bones, making it potentially beneficial for regeneration.

ROSEMARY: An all-purpose hair health contributor, ROSEMARY is believed to improve circulation to scalp, encouraging hair growth. Helps increase shine, is believed to fight premature graying, and relieves irritated and dry scalps.

LICORICE: Believed to be critical in hair follicle maintenance, LICORICE contains a compound known to prevent the conversion of testosterone to DHT (the hormone that may kill off hair follicles).
PROVIDING A HEALTHY ENVIRONMENT FOR FOLLICLE TO THRIVE

- Boost circulation around follicles
- Encourage cell production and communication through peptide based, antiaging hair technology
- Boost expression of key, hair related markers
- Feed scalp with clinically proven, functional hair growth stimulators and plant based nutraceuticals during critical anagen phase
**STEP 1: FOLLI-GENICS™ SERUM**

(ANTI-AGING FOLLICLE THERAPY)

- A daily-use, comprehensive, anti-aging, scalp treatment/cocktail
- Utilizes state-of-the-art **follicle protecting** and **hair regenerating** ingredients:
  - Procapil™
  - Dynagen™
  - Capauxein™
  - Protectagen™
  - Follisync™
- Combined with plant derived strengthening and growth based botanicals
  - Sage
  - Nettle
  - Horsetail
  - Rosemary
  - Licorice
Shampoos* designed to strengthen and help prevent hair loss using natural extracts

* sodium lauryl sulfate and paraben free

- **LEMONGRASS**: Believed by herbalists to strengthen hair follicle and an effective treatment for combating hair loss and oily scalp conditions.
- **SOAPWORT**: A gentle cleanser, this flowering herb is believed to promote hair growth.
- **LIME**: A natural astringent, when used as a shampoo, is believed to stimulate hair growth.
- **WATERCRESS**: Used topically, helps treat dandruff and prevent hair loss due to its sulfur, iron, zinc, and Vitamin A content.
- **ORANGE FLOWER**: Helps condition hair and add shine.
- **SAGE**: Has natural antiseptic properties and is a source of magnesium, zinc, potassium, and vitamins B and C.
- **HORSETAIL**: The silica found in Horsetail is believed to aid in boosting hair growth and health.
- **LADY’S MANTLE**: Astringent with cleansing and healing benefits.
STEP 3: ADDRESSING THE SIGNS OF AGING
HAIR WITH DAMAGE REPAIR/CONDITIONING

Thinning * Breakage * Dullness
Treat Hair Shaft with ingredients engineered to strengthen, repair, densify, and restore luster

- **Cutissential**<sup>TM</sup>18: A replacement dose of hair’s thin, protective layer of lipids to help strengthen
- **Keravis**<sup>TM</sup>: Anti-breakage protein complex that addresses strength/tensile properties, and cuticle. Penetrates hair cortex, building strength from within
- **Keramimic**<sup>TM</sup> 2.0: A keratin biomimetic, its amino acid proteins match those found in the keratin proteins of human hair
Nourish with tried and true botanicals known to add shine, strength, and moisture to compromised hair

- **Olive Oil**: A natural conditioner, softens and adds shine. Believed to help prevent hair loss.
- **Argan Oil**: Moisturizes, improves elasticity, prevents breakage, contains Vitamin E and omega 3 and 9 to help prevent split ends.
- **Jojoba Oil**: Naturally keeps scalp moist while it removes excess sebum, stimulating hair growth and repair
- **Coconut Oil**: Naturally contains Vitamin E to help rebuild protein, keeps hair shiny and strong
- **Meadowfoam Seed Oil**: Premiere hair conditioner, adds shine and protects against moisture loss.
- **Calendula**: Ideal anti-inflammatory, antioxidant extract to help soothe scalp while it provides antiseptic benefits
- **Willowbark**: Scalp conditioner and cleanser
COMPLETE CARE FOR AGING HAIR

Ours is a simple, 3-step system designed to address thinning/limp hair or dry/coarse hair.

1. folligenics daily serum

2. shampoo
3. conditioner

2. shampoo
3. conditioner

Thinner/Limp Hair

Coarser/Dry Hair