

**DO YOU HAVE
CUSTOMERS
WITH THIS
PROBLEM?**



THE
GROW
HAIR PEOPLE™

**- FOR BETTER HAIR HEALTH
AND INCREASED GROWTH!**

Different types of hair loss

Common problems

- ▶ The hair and scalp problems do not change much over time.
- ▶ Some issues are increasing:
 - Alopecia areata
 - Psoriasis in the scalp
 - Scarring alopecia
 - Androgenetic Alopecia (male hereditary hair loss) - genetic hair loss affecting a small percentage of women

Hair loss



The phases of hair follicles in humans are not synchronous:

- The length of the various phases puts about 90% of the hair follicles in the anagen phase at any one time, 1% in the catagen phase and 8-10% in the telogen phase
 - This means that it is normal to lose between 25 and 100 hairs every 24 hours
- ▶ Everyone will experience some kind of hair loss as this is part of the normal hair growth cycle
- ▶ When you experience large hair loss or that the hair stops growing, this can be caused by:
- Hereditary. Genetic hair loss is inherited from either parent and usually starts at a young age
 - Illnesses or use of medications
 - New hair production is inhibited
 - Malnutrition
 - Changes in hormonal levels

Alopecia areata



Begins as a defined circle without hair. In extreme cases, it can cause total baldness or even hair loss from the entire head and body.

- ▶ Diffuse alopecia areata is when the hair disappears diffusely from the scalp without being replaced

Androgenetic alopecia in men



- ▶ Genetic hair loss can be inherited from either mother or father and often occurs late in the teens or early twenties
- ▶ It is characterized by a gradual thinning of the hair by the temple and/ or the top of the head
- ▶ This will often lead to baldness on top of the head
- ▶ An abnormal level of male sex hormones is necessary for the problem to appear

Female pattern hair loss

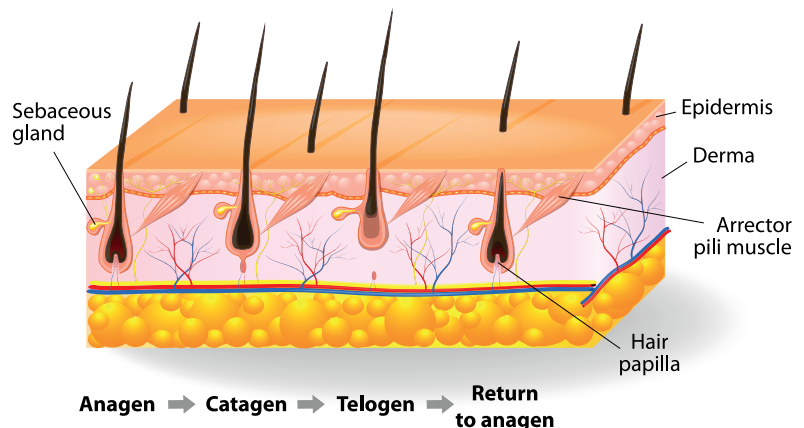
- ▶ Characterized by thinner hair on top or front of head
- ▶ Previously, this type of hair loss has been associated with menopause in women with a genetic susceptibility to it
- ▶ Hair specialists now see an increase in women in their 20-30s;
 - In many of these younger women, progestin in some contraceptive pills has been the trigger for the disease
 - It is important that these women ask for advice on taking birth control pills that will not aggravate hair loss
 - It is suspected that the increase in this type of hair loss is a result of "hidden" male hormones or similar molecules in food and/ or drinking water
- ▶ Genetic hair loss is probably inherited from both parents even though the parents do not have the same problem themselves
- ▶ Thinning of the hair usually occurs during menopause, but can also occur in younger women who are genetically predisposed



Hair growth

The hair and hair follicle undergo a dynamic growth pattern consisting of three phases, known collectively as the hair cycle:

- ▶ **1: Anagen phase - growth stage - lasts between 3-8 years**
 - Active growth phase of the hair follicle. The cells in the root of the hair divide rapidly and is added to the hair shaft
 - The hair grows out of the hair follicle as a result and the growth is about 1 cm per month
- ▶ **2: Catagen phase – transition stage - lasts for 2-3 weeks**
 - In the transition stage the hair follicle comes close to the surface of the skin and the lower portion of the hair is transformed into a «club hair»
 - This process cuts off the blood stream to the cells producing new hair. The growth will now be reduced to about 1 cm per month
- ▶ **3: Telogen phase – resting stage - lasts for about 100 days for scalp hair**
 - During the telogen phase old hair will fall from the scalp and is replaced by a new anagen phase - growth stage
 - The phase lasts much longer than 100 days for eyebrows, eyelashes and body hair





GROW – supplement for healthy and beautiful hair

The product developers at Dui Clinique AS created a supplement to counteract the causes of hair loss and to stimulate hair regrowth.

- ▶ It has anti-inflammatory plant-based extracts from mangosteen, and hair growth stimulating extracts from green apple
- ▶ It includes a large daily dosage of collagen as well as gastro intestinal regulating ingredients
- ▶ GROW™ contains also vitamins, minerals, amino acids and selenium that helps maintain normal hair. Copper contributes to normal hair pigmentation, whilst vitamins B2, C and E, together with zinc and selenium, help protect the body's cells from oxidative stress.



Findings of test

▶ Our test subjects reported thicker and glossier hair, less hair loss and faster hair regrowth. In addition, several of the participants have noticed that the product has had a positive effect on their skin and nails

Home treatment

▶ GROW™ Supplement: One to two sachets dissolved in hot water. Then mix with desired flavoured juice or tea. Drink daily

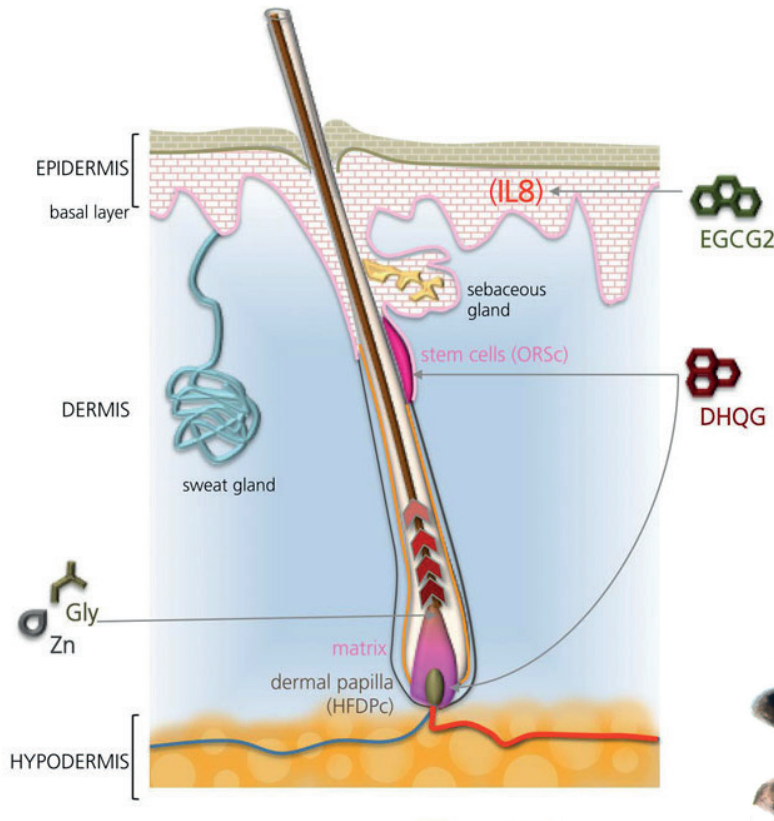
▶ GROW™ Shampoo: A non-soap shampoo that lathers delightfully, cleanses and conditions the hair. A gentle and yet effective shampoo for the scalp. It helps to normalise scalp conditions as well as aiding in hair regrowth. Wash hair daily

▶ GROW™ Tonic: Massage into scalp twice a day. Don't rinse out

▶ Our test persons report on thicker and glossier hair, less hair loss and faster regrowth. The shampoo and tonic normalise dry and oily scalps

▶ Control 4x: Normalises the scalp conditions, prevents bacterial spread, controls sebum production, reduces redness and dandruff. It also moisturises the skin and makes the hair shiny. Use as an exfoliator and wash off after 30 minutes after application or as a leave-in treatment serum



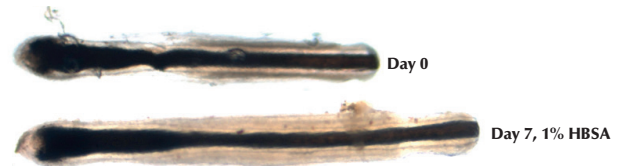


GROW Shampoo & GROW Tonic against hair loss

Contains the unique ingredient *HBSA*. This is the latest in hair loss treatment and is the best alternative to hair transplantation. The first hair cosmetics product with an active ingredient based on regenerative medical studies.

HBSA= Hair root and stem cell activator

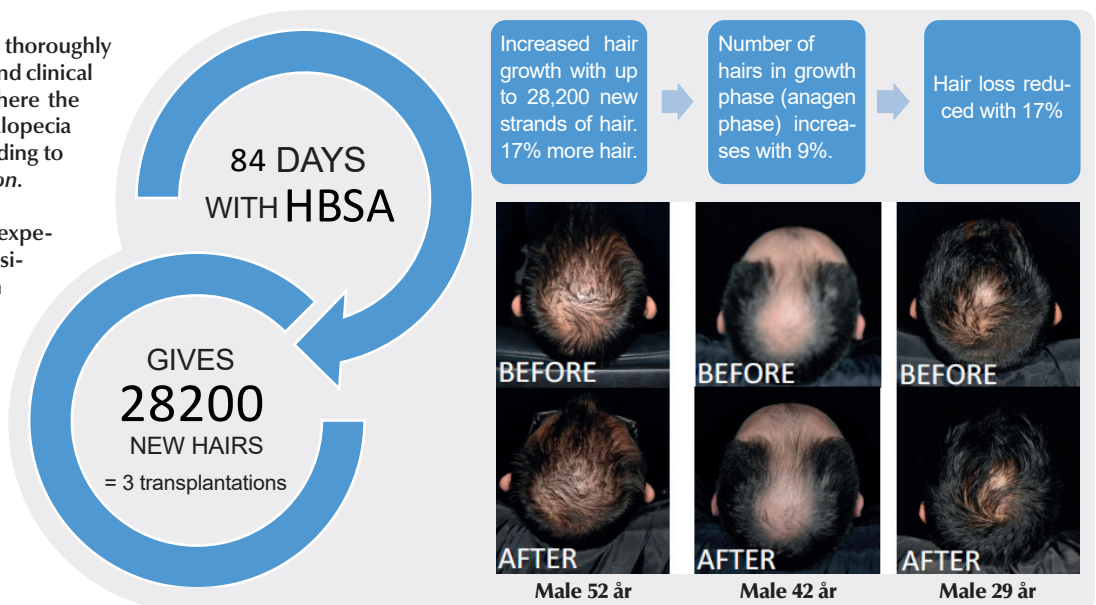
Tests on alopecia hair have shown that HBSA increases hair growth:



Clinical test results

HBSA has been thoroughly tested in a double-blind clinical study vs. placebo, where the test persons had alopecia with grade 3-4, according to *Norwood classification*.

85% of all subjects experienced clear and visible hair growth, with up to 28200 new hairs in only 84 days. This equals three full procedures with hair transplantations.





- "YOUR HAIR IS HERE TO STAY!"



- "INVEST IN YOUR HAIR AS
IT IS THE CROWN YOU
NEVER TAKE OFF"

THE
GROW
HAIR PEOPLE™



GROWcryoTM



OCTAGON+
Face & Body 

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