

Hair force

Hair force

Stops the root cause of Hair Loss



Hair force

Hair loss is a growing problem

- Age related - **we are all living longer**
- In men **primarily genetically inherited** androgenic alopecia or male pattern baldness
- **Hair loss in men starts in their 20's & 30's** caused by the conversion of testosterone into dihydrotestosterone (DHT)
- **And 40% of post menopausal women show signs of loss by their 50's and 60's**
- With loss generally at the front and of top of the scalp, with unaffected growth behind



Keep ahead of hair loss

- Our appearance matters
- Weak hair, stress, poor circulation, heredity, and age are all factors which contribute to hair loss
- **There are countless products but few are proven**
- But our hair demands greater care than most of the rest of our body - that is the gap in the market.
- **Hair force** - a scientifically proven range of products designed to rectify hair loss and restore growth



Hair force

Hair force Range

A specialist range of products designed for men and women

Hair force Shampoo for men

Hair force Shampoo for women

Hair force Strength Mask

Hair force Lotion

Hair force Monodoses



Hair force

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Shampoo for Men

Specifically designed to prevent Male Hair Loss

Neutral pH

Fights Hair Loss by **enhancing Hair Growth** - reduces the ageing process of hair follicles by **improving cellular oxygen**, increasing metabolism, scalp circulation and **inhibiting hair loss** caused by male hormones and enzymes.

Usage:

Use 3 times a week for 4 months

Shampoo as usual but leave for 4 minutes before rinsing off

Routine usage will provide the best results



RRP £19.95
200ml

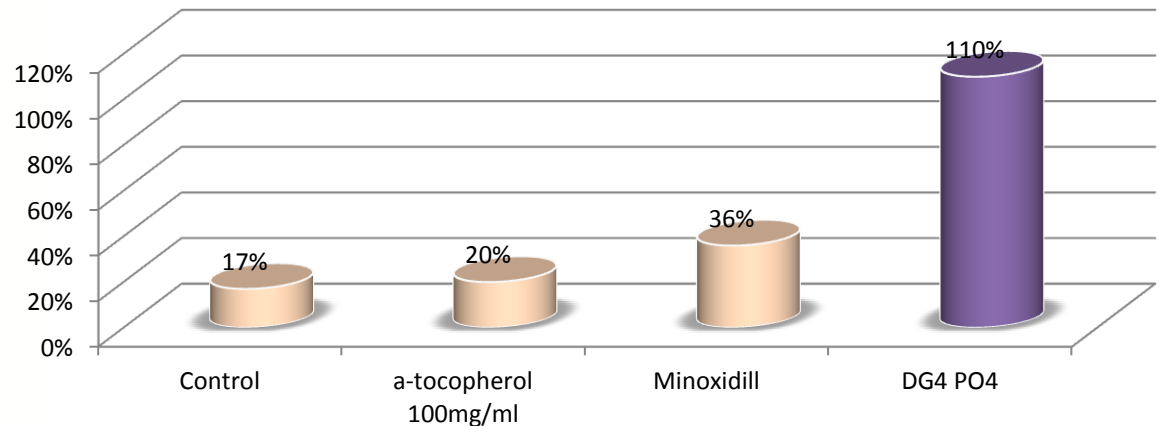
Hair force

Hair force Shampoo for Men

Parabens free / neutral pH / 200ml
Tonifying shampoo, specially formulated for men.



% Hair growth development Day 6/Day 0



Ex vivo 9 days study - Lachgar. Ermosilla

Fort Lacoste, Charveron-European Research Centre of Skin, IRPF, Hotel Dieu St. Jacques, Hospital, Toulouse, France

Indications

Chronic hair loss
Androgenetic alopecia
Seasonal reactive hair loss
Weak hair

Studies

Efficacy study
Safety evaluation

Use

3 times a week for at
least 4 months
For best results
combine with HAIR FORCE
MONODOSE or HAIR FORCE Lotion

Function-Active Ingredients

Hair loss treatment (Biotinoyl GHk - Apigenin)
Enhancement of follicles (Oleanolic acid)
Hair growth reinforcement (DG4PO4)

Hair force

Hair force

Shampoo for Women

Specifically designed to prevent Female Hair Loss

Neutral pH

Decelerates Hair Loss by Enhancing Hair Growth, **protects the hair from damage** which can weaken its structure.

Usage:

Use 3 times a week for 4 months

Shampoo as usual but leave for 4 minutes before rinsing off

... See the results after regular usage



RRP £19.95
200ml

Hair force

Hair force

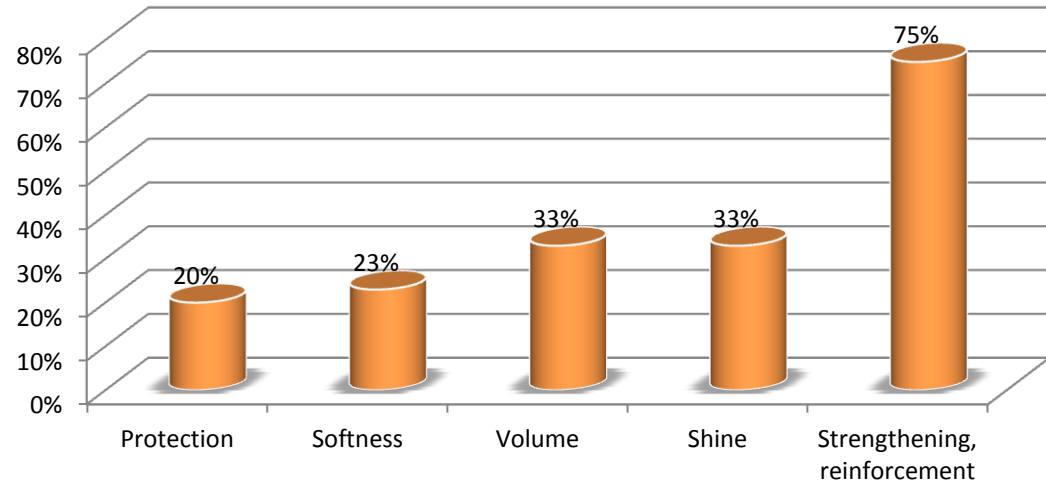
Shampoo for Women

Parabens free / neutral pH / 200ml

Tonifying shampoo, specially formulated for women.



% Hair growth Improvement Day 21/Day 0



*Clinical study – 32 volunteers. Daily use.
3 Weeks – Institute of Clinical Expertise*

Indications

Chronic hormonal related hair loss
Alopecia due to stress
Seasonal reactive hair loss
Weak hair

Studies

Efficacy study
Safety evaluation

Use

3 times a week for at
least 4 months
For best results
combine with HAIR FORCE
MONODOSE or HAIR FORCE Lotion

Function-Active Ingredients

Hair loss treatment (Biotinoyl GHK - Apigenin)
Hair growth enhancement (GD4P04, Oleanolic Acid)
Protection from wear (Ceramides, Helianthus Annus)

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Mask - Strength

for Men & Women

For use in combination with Hair force Shampoo for Men and Women.

Detangles and protects hair, activates cellular metabolism, **nourishes hair follicles**, restructures and **reinforces hair fibres**.

Usage:

Apply the solution, massage into the scalp to become a mask and leave for 5 minutes before rinsing off.

Use 1-2 times weekly

For the best visible results use regularly



RRP £19.95
200ml

Hair force

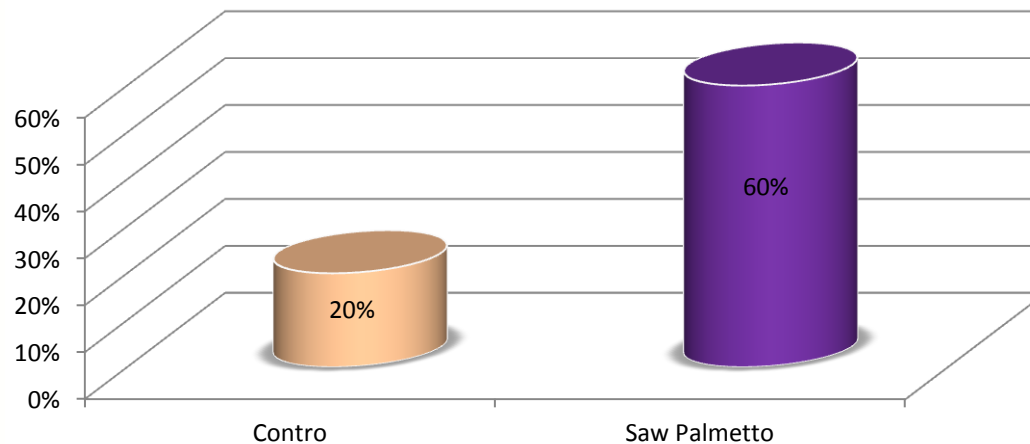
Hair force Mask - Strength for Men & Women

Parabens free / 200ml

Strengthening and Tonifying hair mask



% Improvement of hair growth



Double blind placebo controlled trial – Prager N et al – J Altern. Complement Med 8. 002

Indications

Chronic hair loss
Alopecia due to stress
Seasonal reactive hair loss
Weak hair
Androgenetic alopecia

Studies

Efficacy study
Safety evaluation

Use

Apply for 5 minutes then rinse
1-2 times a week
For best results
combine with other
HAIR FORCE products

Function-Active Ingredients

Hair restructuring and strengthening*
Enhancement of hair growth (DG4P04, Saw Palmetto)
Action against hair fibers break (Ceramides)
*Laurel oil, Vit B, E

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Hair force Lotion - Extra for Men & Women

Use in combination with Hair force shampoo for Men and Women and all other Hair force products.

Hair force Lotion – Extra is **enriched with energetic cell revitalisers**, **combats hair loss** and **reinforces hair growth** by providing protection to the hair follicle and its bulb

Usage:

Spray and massage into the scalp to revitalise and nourish the hair follicle

Do not rinse off for day long activity



RRP £19.95
100ml

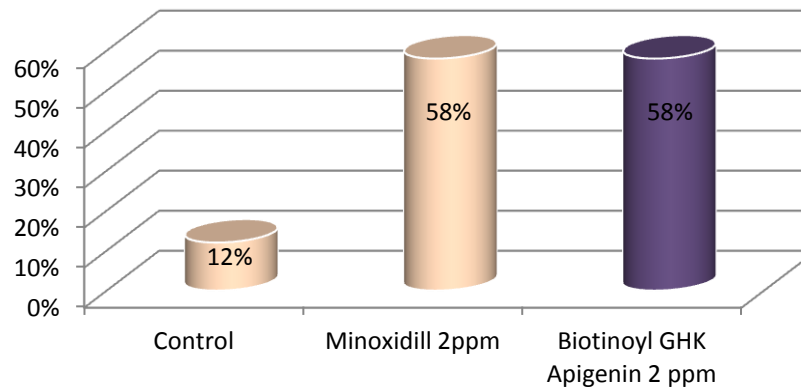
Hair force

Hair force Lotion - Extra for Men & Women

Parabens free / Neutral pH / 100ml

Prevention and control of hair loss for men and women

% Improvement of hair growth Day 14/Day 0



Efficacy Comparison with Minoxidil (study in vitro)



Indications

Chronic hair loss
Alopecia due to stress
Seasonal reactive hair loss
Weak hair
Androgenetic alopecia

Studies

Efficacy study
Safety evaluation

Use

Initial – 2 times a day for 3 months
Maintenance – 2 times a day, 3 times a week
For best results
combine with other
HAIR FORCE products

Function-Active Ingredients

Fortification of follicles (Hexapeptide 11 – Fruit acids)
Cell Oxygenation (DG4PO41)
Enhancement of hair growth (Biotinoyl GHK – Apigenin)

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Hair force Monodoses

A Day and Night combination pack for **24 hour hair loss therapy**

Day: **increases cellular oxygenisation, increases cell metabolism, nourishes hair follicles**, controls hormonal induced hair loss.

Antioxidant and anti-inflammatory actions to help **enhance scalp microcirculation.**

Night: **combats hair loss, stimulates hair follicle proliferation leading to hair growth.**

Regulates the stages of baldness by development of longer and thicker hair shaft growth whilst providing increased scalp microcirculation and nutrients leading to hair growth enhancement.

Usage:

Use morning and night 3 days a week

Regular weekly usage bring visible results



RRP £39.95
14 x 10ml

Hair force

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Monodoses day/night

Parabens free / neutral pH / 14x10ml
Anti-Hair loss functional system



Videotrichogramme		
Ratio A/T	Biotinoyl GHK - Apigenin 3%	PLACEBO
T 0	2.84	2.61
T 4 Months	3.13	2.54
Increase 46% (Clinical Study - 35 volunteers, application twice daily, 4 months)		

Indications

Chronic hair loss
Alopecia due to stress
Seasonal reactive hair loss
Weak hair
Androgenetic alopecia

Studies

Efficacy study
Safety evaluation

Use

Initial phase: half a bottle morning and night for at least 2 months
Maintenance: half a bottle morning and night, 3 times a week, for 1 month
For Best results combine with other Hair force Products

Function-Active Ingredients

Day: control of hormone induced hair loss, strengthening follicles anchoring on scalp, anti-inflammatory action (DG4P04, Biotinoyl GHK, Biotin, Nicotinamide) Night: activation of cell metabolism, enhancement of hair growth, strengthening of hair shaft (GFM Peptides)

Hair force

Whatever Your Hair Needs

- **Hair force** is the perfect range of solutions for healthy, vibrant hair growth
- **Scientifically proven** to provide outstanding results
- **Paraben Free**
- **Dermatologically tested**
- Suitable and developed for use by **Men and Women**

