Prokeratin® Advanced Hair Care System by Hair Clinics

Prokeratin® Advanced Hair Care System delivers truly all-natural hair care with enhanced 5ARD inhibitor for an effective approach of androgenetic hair loss and alopecia, even for the people with highly sensitive scalp skin. It is DEA, MEA & TEA - free, without Sodium Laureth Sulfate and with no synthetic emulsifiers or stabilizers.

Prokeratin® is developed respecting the strictest BDIH guidelines for cosmetic products.



Prokeratin® Complete Anti Hair Loss Kit. Contains 1 Shampoo, 1 Serum and 1 Hair Loss Cream.

Price: \$145.99 with free ground shipping in US.





<u>Prokeratin® Autumn Dusk Shampoo- Natural Anti Hair Loss Shampoo</u> with concentrated Saw Palmetto (Serenoa Serrulata) extract and the latest generation 5-alpha reductase inhibitor Phytoproxium® is an excellent starting point in managing androgenetic alopecia.

Price: \$45.99 ea, 200 ml/6.6 Fl. Oz.



Prokeratin® Autumn Dusk Shampoo tackles alopecia androgenetica on two fronts:

- 1) Prokeratin® delivers direct, powerful follicular anti-inflammatory action that helps reduce the inflammatory processes that take place at cellular level. This is, besides the action of Dihydrotestosterone DHT on the hair follicle, one of the important causes of alopecia androgenetica.
- 2) Prokeratin® inhibits the 5-alpha reductase enzyme, effectively reducing the DHT level surrounding the follicle. Dihydrotestosterone (DHT) is one of the main causes of alopecia androgenetica, causing in time a regression process on the hair follicle, from its adult form to its reduced size, colorless form, vellus hair. DHT occurs as result of the transformation of testosterone under the catalyst influence of the 5-alpha reductase enzyme.

DIRECTIONS:

Apply Shampoo to wet hair and message gently into scalp. Leave it in for 2 to 3 minutes then rinse. Repeat as desired. May use twice a week.

INGREDIENTS:

This product is dermatologically tested and complies with the E.U. and international INCI labeling regulations.

This product is not tested on animals.

Naturally occurring oils as result of plant processing and extraction listed in alphabetical order: Benzyl benzoate, Citronellol, Farnesol, Geraniol, d-Limonen, Linalool
Base ingredients (alphabetical order): Algin, Aqua, Betaïne, Citric Acid, Coco Glucoside, Decyl Glucoside, Sodium Cocoyl Glutamate, Lactic Acid, Natural Fragrance, Polyglyceryl-10 Laurate, Phytic

Other ingredients (alphabetical order): Aloe Barbadensis, Arctium Minus, Canarium Luzonicum, Cedrus Atlantica, Citrus Nobilis, Cymbopogon flexuosus, Daucus Carota, Echinacea Purpurea, Equisetum arvense, Macadamia Ternifolia, Phytoproxium® precursors (α -, β -, complex stanols, stenols, complex sterols and sitosterols), Plantago Lanceolata, Serenoa Serrulata, Simmondsia Chinensis, Thuya Occidentalis, Urtica Dioica, Vitamin A as beta-carotene - natural form, derived from plant and root extracts, Vitamin E as d-alpha Tocopherol - natural form, derived from plant and root extracts.



Prokeratin® Revive - Natural Anti Hair Loss Crème, a light 100% all-natural, DEA & TEA-free product has the same features like Autumn Dusk and it is more concentrated. For the "Look-aware" guys it has a cool plus: Treat & Style feature. It hardens on your hair within minutes and this is a great way to combine the Prokeratin® treatment with hair styling. In the end you maximize the beneficial effects of Prokeratin® and you get to do your hair, your way!

Price: \$45.99 ea, 200 ml/6.60 Fl. Oz.



Prokeratin® Revive tackles alopecia androgenetica on two fronts:

Prokeratin® delivers direct, powerful follicular anti-inflammatory action that helps reduce the inflammatory processes that take place at cellular level. This is, besides the action of Dihydrotestosterone DHT on the hair follicle, one of the important causes of alopecia androgenetica.

Prokeratin® inhibits the 5-alpha reductase enzyme, effectively reducing the DHT level surrounding the follicle. Dihydrotestosterone (DHT) is one of the main causes of alopecia androgenetica, causing in time a regression process on the hair follicle, from its adult form to its reduced size, colorless form, vellus hair. DHT occurs as result of the transformation of testosterone under the catalyst influence of

the 5-alpha reductase enzyme.

Prokeratin® Revive contains only natural ingredients and is formulated accordingly to BDIH guidelines. It is suitable for all types of hair and skin, even in problematic cases. This Prokeratin® product can be used in combination with Finasteride or (amino) Minoxidil products.

DIRECTIONS:

Before use, shake the container well to mix the content.

This product offers you a medium to strong fixation.

You can use Revive crème during the day and in the evening.

It does not leave flakes when it dries and does not leave marks on the pillow casing. From this point of view, you can sleep with it in your hair, without worries. Apply the crème at the base of the hair, on clean skin, after you have washed your hair with Prokeratin Autumn Dusk Shampoo, and massage gently the scalp for at least 2 minutes, preferably longer. Applying the creme on the back of the head is redundant since this area, in most cases, contains follicles that are not sensitive to DHT. If you specifically want to address a dermatological problem or you want to ameliorate a dermatological condition such as itchiness or chronic redness, you may treat the whole scalp with Prokeratin Revive or Prokeratin SerComplex. Do not scratch your scalp skin with your nails. This is the worst thing you can do to your hair, besides hot blow-drying it. Use your finger tips and while you massage apply a constant pressure, not to hard and not too soft. Let the crème work for another 5 to 10 minutes. If you wish you may blow-dry your hair, at a medium heat setting, to offer it the desired look. Do not hot blow-dry completely your hair after shower because this will dehydrate again the whole fiber and will dry the skin close. Allow it to be at least a bit moist. At the end of the day, if you consider necessary you can wash it off. Rinse and repeat if your hair is too greasy or dirty. Immediately after washing your hair, use the Prokeratin® SerComplex Natural Anti Hair Loss Hair Serum.

INGREDIENTS:

Prokeratin® and Phytoproxium® are registered trade marks and patent-pending properties of HairClinics. This product is dermatologically tested and complies with the E.U. and international INCI labeling regulations. This product is not tested on animals. Naturally occurring oils as result of plant processing and extraction listed in alphabetical order: Benzyl benzoate, Citronellol, Farnesol, Geraniol, d-Limonen, Linalool

Base ingredients (alphabetical order): Algin, Aqua, Betaïne, Cetearyl Alcohol, Cetyl Palmitate, Glycerin, Lactic Acid, Salicylic Acid, Sodium Cetearyl Sulfate, Natural Fragrance, Phytic Acid, Sodium Benzoate, Xantham Gum.

Other ingredients (alphabetical order):

Aloe Barbadensis, Arctium Minus, Butyrospermum Parkii, Calendula Officinalis, Camellia Sinensis, Echinacea Purpurea, Equisetum arvense, Hippophae Rhamnoides, Macadamia Ternifolia, Phytoproxium® precursors (α -, β -, complex stanols, stenols, complex sterols and sitosterols), Plantago Lanceolata, Serenoa Serrulata, Simmondsia Chinensis, Urtica Dioica, Vitamin A as beta-carotene - natural form, derived from plant and root extracts, Vitamin E as d-alpha Tocopherol - natural form, derived from plant and root extracts.



<u>Prokeratin® SerComplex - Natural Anti Hair Loss Serum</u> is develope for the consequent man, looking for a high performance middle to address androgenic alopecia. SerComplex is a truly 100% all-natural, DEA & TEA-free hair serum, without synthetic emulsifiers and artificial fragrances. It is recommended as intensive approach of androgenetic hair loss.

Price: \$59.99 ea, 150 ml/5.0 Fl. Oz.





For a fuller, healthier, stronger and better protected hair against DHT than ever before!

Prokeratin® SerComplex - Natural Anti Hair Loss Serum with concentrated Saw Palmetto (Serenoa Serrulata) extract and 5-alpha reductase inhibitor Phytoproxium® precursors - is a 100% all-natural, DEA, MEA & TEA-free hair serum, without synthetic emulsifiers and no Dimethicone for an excellent dermatological tolerance. Its light texture makes it easy to apply and is quickly absorbed. In addition its state-of-the-art composition incorporates the most valuable natural, skin-friendly, high dermatological tolerance ingredients. This makes it unique and recommendable for people with dermatological problems or with sensitive skin, including sensibility to the usual hair care products containing synthetic ingredients, as well as customers that appreciate natural products.

Prokeratin® SerComplex is available without medical prescription and can be used for every-day hair care by men and women above the age of 21. It is not recommended for pregnant women but it can be used after pregnancy to help control excessive hair loss due to the hormonal imbalance. Prokeratin® SerComplex can also be used in combination with Finasteride or (amino) Minoxidil products.

DIRECTIONS:

Use SerComplex at least three times a week.

Before use, shake the container well to mix the content.

This is necessary due to the fact that this serum does not contain synthetic emulsifiers that keep a product homogenous and offer it that glossy, smooth, silky consistence.

Apply the serum at the base of the hair, on clean skin, after you have washed your hair with Prokeratin® Autumn Dusk Shampoo, and massage gently the scalp for at least 3 to 5 minutes, preferably longer. Depending on the length of the hair 3 to 10ml of product might be needed for a complete coverage of the affected area. Applying the serum on the back of the head is redundant

since this area, in most cases, contains follicles that are not sensitive to DHT. If you specifically want to address a dermatological problem or you want to ameliorate a dermatological condition such as itchiness or chronic redness, you may treat the whole scalp with SerComplex. Do not scratch your scalp skin with your nails. This is the worst thing you can do to your hair, besides hot blow-drying it. Use your finger tips and while you massage apply a constant pressure, not to hard and not too soft. Let the serum work for at least 10 to 15 minutes. Massaging the scalp correctly is a very important success factor that contributes to the faster and better absorption of the ingredients into the skin. If you wish you repeat the procedure and apply a new layer. Due to its properties, SerComplex dries-out within 15 - 20 minutes, conferring the hair a hard consistency. You can wash-it off after half an hour with Prokeratin® Autumn Dusk Shampoo.

SerComplex is recommended to be used in the evening, after you have showered or washed your hair. It is possible to use it during the day too provided that you don't mind the minute residual flakes that might appear as the product dries. It does not leave marks on the pillow casing. From this point of view, you can sleep with it in your hair, without worries.

If you go out and you decide not to use the hair serum, which might leave some imperceptible residual flakes as it dries, we recommend styling your hair with Prokeratin® Revive Natural Anti Hair Loss Hair Crème and not with your regular styling products.

Prokeratin® SerComplex Natural Anti Hair Loss Hair Serum contains ingredients that are completely natural, milder and better tolerated by the skin. This product is designed as complementary alternative to the Prokeratin® Autumn Dusk shampoo and Prokeratin® Revive Hair Crème. By combining SerComplex with the shampoo Autumn Dusk and with the hair crème Revive you obtain better results and an enhanced effectivity of the treatment.

Important note: if you plan too use other Prokeratin® products, without washing your hair first, please clean your hands thoroughly with soap before handling the product.

This is due to the fact that any given moment of our life we carry on our hands germs, bacteria, filth that contribute to a further exacerbation of the already existing dermatological bacterial flora, which, under normal conditions, when the skin is intact and healthy, does not create major problems.

INGREDIENTS:

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This product is dermatologically tested and complies with the E.U. and international INCI labeling regulations.

This product is not tested on animals.

Naturally occurring oils as result of plant processing and extraction listed in alphabetical order: Benzyl benzoate, Citronellol, Eugenol, Geraniol, Isoeugenol, d-Limonen, Linalool.

<u>Base ingredients</u> (alphabetical order): Aqua, Citric Acid, Lactic Acid, Natural Fragrance, Phytic Acid, Salicylic Acid, Sodium Benzoate, Xantham Gum.

Other ingredients (alphabetical order): Aloe Barbadensis, Arctium Minus, Arnica Montana Flores, Calendula Officinalis, Chamomilla Vulgaris, Camellia Sinensis, Cymbopogon flexuosus, Daucus Carota, Echinacea Purpurea, Equisetum arvense,

Liquiritiae Radix, Macadamia Ternifolia, Phytoproxium® precursors (α -, β -, complex stanols, stenols, complex sterols and sitosterols), Rosmarinus Officinalis, Salvia Officinalis, Serenoa Serrulata, Simmondsia Chinensis, Urtica Dioica, Vitamin A as beta-carotene - natural form, derived from plant and root extracts, Vitamin E as d-alpha Tocopherol - natural form, derived from plant and root extracts.