

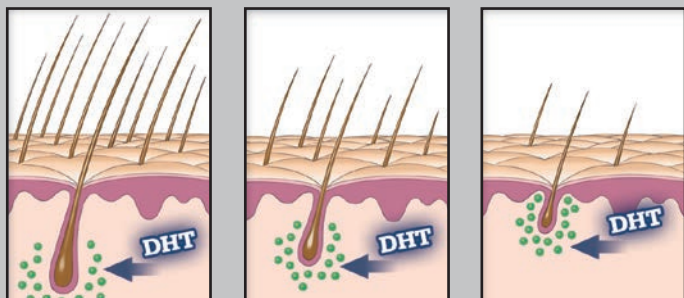
BOSLEY MD[®]

ASK THE DOCTOR

WHY DOES HAIR GET THINNER?

Hair & scalp conditions change over time, leading to thinning & in some cases, baldness.

Dr. Ken Washenik, M.D. Ph.D.
MEDICAL DIRECTOR BOSLEY[®] INC.



The key to growing & maintaining stronger, healthier hair is that the hair growth lifecycle be extended for as long as possible. Miniaturization occurs when the life cycle is interrupted, causing rapid cycling of the follicle, which begins to produce smaller & finer hair. Hence, long, pigmented, terminal hair becomes short, fine & weak that may eventually stop growing altogether.

The degree of thinning that an individual experiences can vary due to both external factors, such as stress, exposure to free radicals & UV rays, & internal factors such as aging, genetics, health, medication & follicle sensitivity to the hormone Dihydrotestosterone, or DHT. Everyone's body naturally produces a varying amount of DHT.

Androgenetic Alopecia, or "pattern baldness", occurs in both men & women whose hair follicles are sensitive to DHT (a primary cause of thinning & hair loss).

Typically, hair on the top & front of the head is most sensitive to DHT. Over time, this hair will become weaker, finer & may eventually stop growing.

What are the Choices in Treating Hair Loss?

- 1. Hair Care**
 - Gives thicker, fuller-looking hair
 - Helps grow better-quality hair
 - May help slow down hair loss
- 2. FDA (Food & Drug Administration) USA Approved Choices**
 - Minoxidil*/stimulates growth/blocks DHT
 - Laser Comb/stimulates growth
 - Propecia**/blocks DHT
- 3. Enhance**
 - Hair Thickening Fiber
- 4. Vitamins specifically targeted for hair loss**

Mission Statement

Bosley Professional Strength is dedicated to re-instilling confidence in both men & women who struggle with fine hair, thinning hair & hair loss, by offering comprehensive hair solutions & superior products. We educate stylists in order to create "thinning hair" experts in salons across the country, while operating through integrity, honesty & passion.

* May only be sold by a pharmacist in South Africa. ** May only be prescribed by a doctor in South Africa.

WHAT'S YOUR SOLUTION?

1 DO YOU COLOR YOUR HAIR?

YES

NOTICEABLE THINNING

LIGHT THINNING

NO

NOTICEABLE THINNING

LIGHT THINNING

2 WHAT'S YOUR LEVEL OF HAIR LOSS?

3 YOUR SOLUTION IS...

BOS • REVIVE
FOR COLOR TREATED HAIR WITH COLOR SAFE PROPERTIES

BOS • DEFENSE
FOR COLOR TREATED & NON COLOR-TREATED HAIR WITH COLOR SAFE PROPERTIES

BOS • REVIVE
FOR NON COLOR-TREATED HAIR

BOS • DEFENSE
FOR COLOR TREATED & NON COLOR-TREATED HAIR WITH COLOR SAFE PROPERTIES

SYSTEM #1
BOS.DEFENSE HAIRCARE - COLOR SAFE

Nourishing Shampoo
 300ml **16632**
 1Litre **16633**



Volumizing Conditioner
 300ml **16634**
 1Litre **16635**



Thickening Treatment
 200ml
16636



Starter Pack
 Includes:
 - Nourishing Shampoo, 150ml
 - Volumizing Conditioner, 150ml
 - Thickening Treatment, 100ml
16637



SYSTEM #2
BOS.REVIVE HAIRCARE - FOR NON COLOR-TREATED HAIR

Nourishing Shampoo
 300ml **16638**
 1Litre **16639**



Volumizing Conditioner
 300ml **16640**
 1Litre **16641**



Thickening Treatment
 200ml
16642



Starter Pack
 Includes:
 - Nourishing Shampoo, 150ml
 - Volumizing Conditioner, 150ml
 - Thickening Treatment, 100ml
16643



SYSTEM #3
BOS.REVIVE HAIRCARE - FOR COLOR-TREATED HAIR

Nourishing Shampoo
 300ml **16644**
 1Litre **16645**



Volumizing Conditioner
 300ml **16646**
 1Litre **16647**



Thickening Treatment
 100ml
19650

NEW!



Starter Pack
 Includes:
 - Nourishing Shampoo, 150ml
 - Volumizing Conditioner, 150ml
 - Thickening Treatment, 100ml
16649





A specially formulated strengthening system that prevents breakage & promotes growth in 3 easy steps. Get longer, thicker, fuller-looking hair with Tri Bond phyto-molecular technology that strengthens strands from the innermost layer of hair while DHT inhibitors promote healthy hair growth.

Through the incorporation of hand-picked ingredients, you can effectively renew hair & create a healthy foundation for hair growth.

Key Ingredients:

- TARA TREE** - fortifies & protects against dehydration.
- HYALURONIC ACID** - absorbs & retains moisture for weightless hydration.
- RED SEA ALGAE** - renews strength & elasticity to broken strands.
- POMEGRANATE EXTRACT** - stimulates dormant hair follicles on the scalp.
- SAW PALMETTO** - inhibits DHT, the hormone linked to hair loss.

Strengthening Shampoo

Gently cleanses & nourishes hair while preventing breakage & promoting hair growth. Strengthens strands from the very innermost layer of hair fibers. Promotes renewed hair growth with DHT-inhibiting ingredients, the hormone linked to hair loss. Adds extra volume, body & shine. Provides weightless hydration. Repairs bleach & heat-damaged hair.

300ml **18760**
1 Litre **18757**



Strengthening Conditioner

Adds hydration without weighing hair down. Promotes longer, thicker, fuller-looking hair. Ideal for chemical & heat-damaged hair. Provides weightless hydration. Adds extra volume, body & shine.

300ml **18761**
1 Litre **18758**



Leave-In Treatment

Adds extra volume, body & shine. Provides weightless hydration. Locks in moisture & promotes longer, thicker & fuller-looking hair. Repairs bleach & heat-damaged hair.

100ml **18759**



Strengthening System Starter Pack

- Includes:
- 1x Strengthening Shampoo, 150ml
 - 1x Strengthening Conditioner, 150ml
 - 1x Leave-In Treatment, 100ml
- 18756**



Follicle Energizer

For those looking to target, treat & stimulate areas of thinning hair, & desire a healthy scalp so hair can grow to its best ability. An intensive leave-in treatment serum to help inhibit the effects of DHT on the hair & scalp, strengthening hair follicles in the process. Protects & strengthens follicles for thicker, fuller looking hair.

Contains stimulating activators that increase & microcirculation on the scalp for better healthy hair growth. Perfect for areas of low hair density. Dormant hair follicles are stimulated to grow again, resulting in visibly thicker hair density. The sensitive skin on the scalp is protected, supporting healthy hair growth.

Apply one drop to low density areas, massage onto scalp & leave in. May be used twice a day.
30ml **16650**



Rejuvenating Scalp Scrub

Designed to detox, reset & rebalance the hair & scalp. Designed for all hair types; for those who have a compromised scalp & want to keep scalp balanced, free of product buildup & environmental toxins while supporting healthy scalp & hair growth. Use to exfoliate the scalp.

Packed with soothing essential oils & moisturizing botanicals, this scrub uses purifying & absorbing Activated Bamboo Charcoal to exfoliate & detoxify, removing toxins & buildup from the hair & scalp.
150ml **16651**



Volumizing & Thickening Styling Gel

Alcohol-free, medium hold gel that not only aids in styling but also protects & strengthens hair follicles, allowing for healthier hair growth.
150ml

8953



Non-Aerosol Hairspray & FiberHold Spray

Medium hold non-aerosol hairspray for all hair types. Increases the bond between natural hair & hair thickening fibers for a more durable style.

Fast-drying & humidity-resistant. Creates thicker, fuller-looking hair with long-lasting body & hold.

Added ColorKeeper Complex ensures the integrity of any added hair color. Formula does not interfere, shorten or compromise hair color or its lifespan.
200ml
8939



Volumizing Ultra Boost Styling Crème

Rich in nutrients & antioxidants for movable texture, conditioning volume & semi-matte finish.

Kernel & Argan oil protects, smooths & adds shine. Moringa oil moisturizes & strengthens. Hair left hydrated with natural look & feel.

50ml
13945



Follicle Nourisher

Intensive leave-in scalp primer. Boosting primer to amplify the effects of other treatments. Contains Lupine Protein, Tri-Peptides & Sugars designed to replenish hair.

Contains Saw Palmetto, a natural inhibitor of DHT. Lightly mist onto scalp & then apply leave-in treatment of choice.

Designed for the scalp, not the hair.
75ml
16165



Moisture Masque

Deep conditioning for moisture & shine. Provides intense moisture & shine for dull, dry, brittle hair.

Contains LifeXtend complex to help nourish hair & ColorKeeper complex to help prolong & protect color.
200g
8935



BOS.RENEW™

Volumizing Dry Shampoo

To be used only on dry hair. Perfect for anyone who does not wash their hair every day, needs a quick dry cleanup after the gym, or just wants a refresh on their style. Alcohol & residue-free.

100ml
9649



BOS.RENEW™ Micro-Dermabrasion Base, Step 1
1 Application. In-Salon Service Product.

Facial for the Scalp. Addresses hair & scalp aging at the cellular level. Exfoliates flaky, dead skin cells, helps unclog the follicle & allows new, younger cells to surface.

Improves the health of the follicles & may help reduce hair loss. Helps prepare the scalp & enhance performance of Bosley treatments.
50ml
8949



Hair Thickening Fibers

For those looking for seamless cosmetic coverage for fine & thinning areas, & those looking for a root touch-up for instant volume. Made of hypo-allergenic keratin protein fibers similar to natural hair. Blends with natural hair to add density & help create thicker, fuller-looking hair.
12g

- Black** 16654
- Dark Brown** 16655
- Medium Brown** 16656
- Auburn** 8944
- Blond** 8945



Volumizing & Cleansing Powder

One-of-a-kind, non-aerosol, micro-fine particle powder with ingredients beneficial to the hair & scalp. Absorbs oil, sebum & environmental pollutants to refresh & rejuvenate the hair while providing volume & a clean, weightless feel.

- Activated Charcoal from renewable bamboo helps to remove impurities & excess oil.
- Green Tea delivers free radical damage protection & moisture.
- Certified Organic Tapioca Starch reduces oiliness.
- Redensyl increases visible density.
- Aloe soothes & protects
- Panthenol adds hydration & volume.

How to use:

1. Hold 5-6 inches from the head.
2. Puff directly into the roots & scalp.
3. Work into the scalp or brush it through.

15g
14662



BOS.DEFENSE™ - Normal to Fine Hair/Non Color-Treated Hair
60ml



Shampoo
15940

Conditioner
15941

BOS.DEFENSE™ - Normal to Fine Hair/Color-Treated Hair
60ml



Shampoo
15942

Conditioner
15943

BOS.REVIVE™ - Visibly Thinning Hair/Non Color-Treated Hair
60ml



Shampoo
15944

Conditioner
15945

BOS.REVIVE™ - Visibly Thinning Hair/Color-Treated Hair
60ml



Shampoo
15946

Conditioner
15947

ARDELL ThickFX™



AGIVA



Hair Building Fiber - for Men & Women
• Hair appears thicker & fuller instantly.
• Easy application in under 30 seconds.
12g

- Washes out easily with shampoo.
- Suitable for all hair types.



Medium Brown
12980



Grey
12992

Hair Fiber Spray, Medium Brown
Paraben-free formula that fills in sparse areas of hair with natural hair-building keratin. Seamlessly blends with natural hair. Fibers are resistant to rain, perspiration & other environmental exposures. Suitable for all hair types.

150ml
17601

