

UNDERSTANDING HAIR LOSS

A hair grows for about 5 years at an average rate of 1 cm per month. This is followed by a relatively short period of rest, usually a few months, during which the hair is no longer growing. At the end of this rest period the hair is shed and is replaced by a new hair. This is known as the hair growth cycle.

The average person, both male and female, has 100 000 hairs. Approximately 100 of these hairs are shed each day as part of the hair growth cycle. Similarly, 100 new hairs commence growing each day, resulting in a constant head of hair. Hair shed in this way is natural and is no cause for concern.

Problem hair loss occurs when either more than 100 hairs are shed each day or when the 100 hairs that are shed naturally each day, are not replaced by new hairs. In both instances hair loss exceeds hair growth and if left unchecked, will eventually lead to thinning.

Where such hair loss is not genetically coded (hereditary hair loss), it is often due to behavioural factors such as stress and dietary deficiency as result of illness and effects from medication. Where this is the case, the hair's functioning has been temporarily impaired. Using ViGRO® may help to restore your hair's normal growth cycle. ViGRO® cannot help to restore hair loss caused by genetic factors such as male patterned baldness.

Behavioural factors that can affect your hair growth cycle:

- Stress**
Up to 70% of hair can be shed after major stress. Stress can cause nutritional deficiencies starving hair of nutrients and halting hair growth.
- Dietary deficiencies**
Certain vitamins and minerals are essential for hair growth. Although these nutrients do occur naturally in various foods, poor eating habits often result in deficiencies that can disrupt the normal hair growth cycle.
- Illness**
Many infections and illnesses may result in a decreased availability of nutrients, essential for normal hair growth. This may result in a decrease in hair density.
- Medication**
Some medications can cause a decreased availability of nutrients that is necessary for normal hair growth and therefore impact on hair density.

Figure 1: Anatomy of hair and related systems

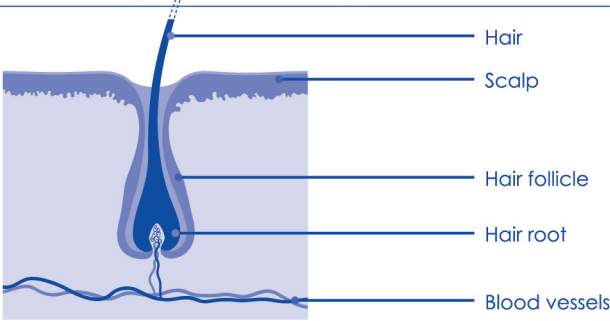
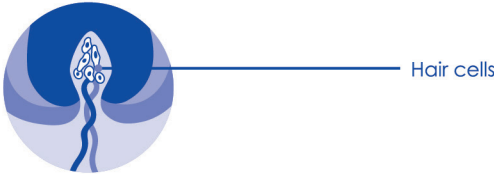


Figure 1a: Hair root (Enlargement of above view)



APPLICATION PROGRAMME

ViGRO® is convenient to use, taking only a few minutes a day to adhere to the simple 3-Step System. See detailed directions for use on the specific product. The following phases of application should be adhered to for maximum effectiveness. Efficacy may vary between users.

Initial Phase:
5-7 times per week until there is a noticeable decrease in hair loss and thinning - usually about 8-12 weeks.

- Step 1:** Commence application using **ViGRO® BIO-SHAMPOO** or **ViGRO® ANTI-DANDRUFF BIO-SHAMPOO**.
- Step 2:** Use **ViGRO® BIO-TONIC** or **ViGRO® INTENSIVE BIO-TONIC FOR NORMAL TO OILY HAIR** or **ViGRO® BIO-ACTIVATOR CREAM FOR DRY, COARSE HAIR**. All these products contain the breakthrough ingredient Follicusan™ and must be left in the hair after massaging well into the scalp. If additional moisture is required apply **ViGRO® LEAVE IN CONDITIONER** after the **ViGRO® BIO-TONIC** and do not rinse off.
- Step 3:** Take one **ViGRO® BIO-CAPSULE** or two **ViGRO® BIO-CAPSULES PLUS** daily.

Maintenance Phase:
After the initial phase revert to a maintenance phase, whereby you continue to shampoo as frequently as you desire but only do Step 2 in the ViGRO® 3-Step System 3-4 times per week. **Even in the maintenance phase continue to take ViGRO® BIO-CAPSULES daily.**

PERFORM A SKIN ALLERGY TEST:
Apply ViGRO® on the inside of your forearm 48 hours before using to test for sensitivity.

ANSWERS TO IMPORTANT QUESTIONS

When will I start seeing results?
Rehabilitating impaired hair function is a lengthy process and will normally take a minimum of around 12 weeks. It is imperative that the user bears this in mind and continues to adhere to the ViGRO® 3-Step System programme. Remember that the average hair grows only 1 cm per month so it will be some time before the new hairs gain in length sufficiently to contribute to volume and become noticeable. Efficacy may vary between users.

THE ViGRO® 3-STEP SYSTEM

Successfully restoring hair to its normal functioning is a complex process requiring a number of critical functions to occur simultaneously. This can best be achieved using a multi-dimensional approach - the ViGRO® 3 step-system to target the problem from all angles.

Step 1: ViGRO® BIO-SHAMPOO
A pH neutral shampoo with 9 botanical extracts that can assist the scalp to promote healthy hair.
Or ViGRO® ANTI-DANDRUFF BIO-SHAMPOO
to prevent dandruff and can assist the scalp to promote healthy hair, also enriched with palm oil to enhance the prevention of a dry scalp.

Step 2: ViGRO® BIO-TONIC
Or ViGRO® INTENSIVE BIO-TONIC
A clear, greaseless leave-in tonic with the breakthrough ingredient Follicusan™, shown to assist the scalp to promote healthy hair growth.
Or ViGRO® BIO-ACTIVATOR
a leave on cream for dry, coarse hair.

If required, use ViGRO® BIO-CONDITIONER
a leave on conditioner to nourish your hair, also with BIOTIN COMPLEX.

Step 3: ViGRO® BIO-CAPSULES
A nutritional supplement containing the specific vitamins and minerals beneficial for healthy hair growth.
Or ViGRO® BIO-CAPSULES PLUS with added Lycopene, an antioxidant, that can assist the body with supporting the scalp to prevent oxidative damage to the hair follicle cells.

HELPING TO RESTORE NORMAL HAIR FUNCTIONING WITH THE ViGRO® 3-STEP SYSTEM

	STEP 1	STEP 2	STEP 3	
	BIO-SHAMPOO or ANTI-DANDRUFF BIO-SHAMPOO	BIO-TONIC or INTENSIVE BIO-TONIC or BIO-ACTIVATOR LEAVE ON CREAM	BIO-CONDITIONER LEAVE ON TREATMENT (if required)	BIO-CAPSULES or BIO-CAPSULES PLUS
> Primary function > Secondary function				
Cleanses the scalp of dead skin cells, pollutants and sebum (the oily secretion of the sebaceous gland) that can clog the pores and healthy hair follicles, causing thinning hair.				
Helps treat dandruff and dry scalp.				
Can strengthen and revitalise weakened hair follicles helping to stop hair loss and thinning hair.				
Can assist the scalp to create the optimal environment for hair growth.				
Provides the specific vitamins and minerals needed in the blood to ensure that the hair cells receive optimum nutrition.				
Can promote fuller, thicker hair.				
Detangles and provides exceptional nourishment and shine.				

Will ViGRO® help if I have hereditary hair loss?
No, ViGRO® is specifically formulated to help reverse hair loss and thinning hair associated with behavioural factors such as stress and dietary deficiency as result of illness and effects from medication. The advice of a doctor should be sought for a diagnosis and treatment.

I have had thinning hair for a number of years. Will ViGRO® help at this stage?
The sooner you start using ViGRO®, once hair loss or thinning hair has been identified, the quicker the results will be. However, ViGRO® has been known to be beneficial in cases where hair loss has been left unchecked for many years. As long as the hair root is still intact, it is possible to reactivate hair growth. Efficacy may vary between users.

Is ViGRO® equally effective for both men and women?
Yes. When the hair growth cycle is imbalanced due to behavioural factors such as stress and dietary deficiency as result of illness and effects from medication, it generally manifests as thinning, "see-through" hair. The non-hereditary or behavioral causes in both men and women are however the same, and so is the solution. Please note that the ViGRO® 3-step system is not effective against hereditary (genetic) hair loss.

Can ViGRO® be used on all hair types?
Yes ViGRO® is equally effective on all hair types. However, due to individual variations efficacy of use may vary between users.

How frequently can I use ViGRO® BIO-SHAMPOO or ViGRO® ANTI-DANDRUFF BIO-SHAMPOO?
Both shampoos are intended for frequent use and can be used daily if required.

Why must I shampoo my hair before moving to Step 2 in the ViGRO® 3-Step System?
It is imperative to firstly 'strip' your hair of grime, grease and dirt. This will allow the Follicusan™ active ingredient, as part of Step 2, to penetrate the hair shaft and commence the regeneration of hair growth process.

Why must I wait 10 minutes after Step 2 before applying Conditioner?
The Conditioner seals the hair and will prevent the penetration of the Follicusan™.

When should I use ViGRO® BIO-TONIC versus ViGRO® INTENSIVE BIO-TONIC or ViGRO® BIO-ACTIVATOR CREAM?
ViGRO® INTENSIVE BIO-TONIC has a higher level of the active ingredient Follicusan™ and should be used when there is significant and excessive hair loss. It is also advisable to 'kick start' your treatment program with the INTENSIVE BIO-TONIC and then revert after a month or two to the BIO-TONIC. Both Bio-Tonic variants are suitable for normal to oily hair whilst the BIO-ACTIVATOR is a cream and is ideal for dry, coarse hair, that has been exposed to braiding or perming.

And what's the difference between ViGRO® BIO-CAPSULES and ViGRO® BIO-CAPSULES PLUS ?
ViGRO® BIO-CAPSULES PLUS contain in addition the antioxidant Lycopene which in turn fights free radicals known to be potentially damaging in the body. Both capsules are nutritional supplements containing specific vitamins and minerals beneficial for healthy hair growth.

For further information please contact us:

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See leaflet for more information.
ViGRO is a registered trademark.

Follicusan™ is a trademark of Chemisches Laboratorium Dr Kurt Richter GmbH