

# Hair Formula



## Positioning Statement

Hair Formula is designed to provide the essential nutritional building blocks for healthy hair.\*

## Concept

Hair is composed of two parts: a visible part called the shaft and an embedded part called the root. Active hair growth takes place in the root. Blood vessels provide the vital nutrients required for the production of keratin, a strong structural protein that is the main component of hair, nails, and the outer layer of skin. The root is fed by the blood stream, which also carries nourishment to produce new hair. Normal hair growth depends on a steady supply of nutrients, normal sebum production by the oil glands, and a favorable hormonal balance.

Hair Formula provides key nutritional building blocks for healthy hair and nails. Everyone wants great looking hair, but everyday living damages the appearance of hair. Styling (use of blow dryers, curling irons, etc.), chemical treatments, and sun exposure can leave hair looking dry, dull, and unhealthy. Advancing age, hormonal imbalances, and improper diet also impact the health and appearance of hair.\*

Hair Formula creates an environment for healthy hair by delivering two important nutritional components: key amino acids and vitamins. First, Hair Formula supplies hair with the protein building blocks cystine and methionine, ingredients that help maintain keratin production. Second, Hair Formula delivers essential B-vitamins necessary for healthy hair. Lastly, Hair Formula contains biotin, pantothenic acid, and other B-vitamins, which complement the product's key amino acids.\*

## Primary Benefits

- Provides the key nutritional building blocks for healthy hair\*
- Supplies the optimum amounts of sulfur-containing amino acids for keratin production (the primary structural protein of hair)\*

## What Makes This Product Unique?

- Hair Formula uses a precise ratio of the two most important ingredients for hair growth—cystine and methionine\*
- Safe and effective

## Who Should Use This Product?

Hair Formula is designed for adults desiring additional support for healthy hair growth and maintenance.\*

## Did You Know?

- Hair is the fastest growing tissue in the body, second only to bone marrow
- The average adult produces 35 meters of hair fiber on their head every day
- On average, blondes have the most hair at approximately 120,000 strands
- On average, redheads have the least amount of hair at approximately 80,000 strands
- 40% of women will have female pattern (hereditary) hair loss by the time they reach menopause

## Frequently Asked Questions

### *What ingredients does this product provide?*

Hair Formula provides two important nutritional components for healthy hair: vitamins and key amino acids. Each serving of Hair Formula (1 capsule) contains vitamin E (10 IU), riboflavin (1.13 mg), vitamin B<sub>6</sub> (3.33 mg), folate (67 mcg), vitamin B<sub>12</sub> (10 mcg), biotin (100 mcg), and pantothenic acid (10 mg). Each serving of Hair Formula also provides sulfur-containing amino acids: L-cystine (250 mg) and L-methionine (83 mg).

### *Who should take this product?*

Hair Formula is designed for adults desiring additional support for healthy hair growth and maintenance. Everyone wants great looking hair, but everyday living damages the appearance of your hair.

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Styling (use of blow dryers, curling irons, etc.), chemical treatments, and sun exposure can leave your hair looking dry, dull, and unhealthy. Additionally, advancing age, hormonal imbalances, and improper diets impact the health and appearance of your hair.\*

## How does this product work?

Hair Formula creates an environment for healthy hair by delivering two important nutritional components: key amino acids and vitamins. Hair consists of the structural protein called keratin. By supplying hair with the protein building blocks cystine and methionine, Hair Formula helps maintain keratin production. Hair Formula also delivers essential B-vitamins necessary for healthy hair. Other ingredients include biotin, pantothenic acid, and other B-vitamins, which complement the product's key amino acids\*

## Why is our product unique?

Hair Formula uses a precise ratio of the two most important ingredients for hair growth, cystine and methionine. In addition, our formula provides more biologically active L-methionine than most products.

## Is there anyone who should not use this product?

This product is designed for adults and is not suitable for children. If you are pregnant or nursing, consult a healthcare professional before taking this product.

## Is this product safe?

All vitamin and mineral levels in Hair Formula are below the NOAEL (No Observed Adverse Effect Level) established by the CRN (Council for Responsible Nutrition, 1998).

## Are there any known drug interactions?

There are no known drug interactions. If you are taking a prescription medication, consult a physician prior to use.

## Are there any side effects?

There are no known side effects at the recommended dosages.

## Key Scientific Studies

1. Ahrens J. Systemic treatment of diffuse hair loss. *Therapiewoche Schweiz*, 1994; 10:551–554.
2. Tronnier H, Essig F. Internal treatment against hair loss. *Aktuelle dermatologie* 1976;2:147–154.
3. Forslind B. The growing anagen hair. In: orfanos ce, happle r (eds.). *hair and hair diseases*. Springer Verlag, Berlin, Heidelberg, New York, 1990; pp73–97.
4. Zaun H, Perret C. Internal diseases affecting hair growth. In: orfanos ce, happle r (eds.). *hair and hair diseases*. Springer

- Verlag, Berlin, Heidelberg, New York, 1990; pp587–600.
5. Kaufman JP. Telogen effluvium secondary to starvation diet. *Arch Dermatol*, 1976; 112:731.

## Supplement Facts

Serving Size One Capsule

Amount Per Serving		%Daily Value*
Vitamin E (as D-Alpha, Beta, Gamma Delta-Tocopherols)	10 IU	33%
Riboflavin (as Riboflavin)	1.13 mg	67%
Vitamin B <sup>6</sup> (as Pyridoxine Hydrochloride)	3.33 mg	165%
Folate (as Folic Acid)	67 mcg	17%
Vitamin B <sup>12</sup> (as Cyanocobalamin)	10 mcg	167%
Biotin (as Biotin)	100 mcg	33%
Pantothenic Acid (as D-Calcium Pantothenate)	10 mg	100%
L-Cystine	250 mg	*
L-Methionine	83 mg	*

\*Daily Values not established

**Other Ingredients:** Gelatin, Microcrystalline Cellulose, Magnesium Stearate, Silicon Dioxide.

## Directions for Use:

Starting regimen: For one month, take two (2) capsules three (3) times a day with liquid during meals.

Maintenance regimen: Take one (1) capsule three (3) times a day with liquid during meals. A typical regimen takes three (3) months and can be continued or repeated if desired.

## Warnings:

Keep out of the reach of children. If you are pregnant or lactating, or taking prescription medication, consult a physician prior to use.

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