HAIR REGROWTH AND RESTORATION GUIDE

FOR WOMEN

STRENGTH.
GROWTH.
BEAUTY.

What you need to know
YOUR HAIR TRANSFORMATION BEGINS TODAY.
YOU ARE NOT ALONE.

IF YOU’RE LIKE MOST PEOPLE, YOU PROBABLY DON’T HAVE THICK, LUSTROUS, CAMERA-READY HAIR.

In fact, if you’re like tens of millions of women, the opposite may be true: you struggle with hair loss, thinning hair and/or less volume than you used to have.

The most common form of hair loss is called androgenic or androgenetic alopecia and it’s genetic. This causes thinning hair at the temples or crown of the head, a widening part and/or thinning at the temples. Hair loss in women is diffuse and tends to happen all over so it appears to be overall thinning. And this is just one form of hair loss, although it is the most common.

If hair loss runs in your family, on either your mother’s or father’s side, you are more likely to experience it too.

Although hereditary hair thinning and loss is the most common form of hair loss for women (as it is for men), age is also a factor. Just like your skin ages with the appearance of fine lines, wrinkles and loss of elasticity, your scalp ages and your hair naturally thins.

The follicles in the scalp start to miniaturize and shrink, producing finer, thinner, more fragile hairs, because the diameter of each hair shaft is diminished, resulting in less volume and fullness. By age 59, over 50% of women will have experienced some hair loss and thinning.

For women, hormonal changes that occur when having children or experiencing perimenopause and menopause all play a big role as well.

Stress, especially from a traumatic incident, poor nutrition or diet, illness and certain medications also contribute to hair loss. Hair styles, like tight braiding, pony tails, or adding extensions, or chemically treating your hair with relaxers, straighteners, perms, can damage the hair shaft or follicle causing breakage or hair loss. The worst thing is that all of these factors can be cumulative and make the overall situation worse.
TRESSES THAT STRESS.

NO MATTER WHAT TYPE OF HAIR LOSS YOU HAVE, IT CAN BE DISTRESSING.

In the majority of cultures – especially western cultures – dense, full hair is emphasized as a sign of beauty; it’s part of the definition of being attractive, explains Dr. R. Sonia Batra, a board certified dermatologist practicing in Santa Monica, CA.

THE GOOD NEWS.

These changes to your tresses are actually very common but there is a lot you can do to fight thinning and hair loss (and give your locks the appearance of being fuller).

We talked to an array of experts – from doctors and nutrition experts to hair stylists and scientists – to find out their top hair secrets. Now it’s your turn to get this inside know-how and get back the beautiful, healthy hair you want.

HAIR FACT: STRESS CAN AFFECT YOUR HAIR.

As if stress didn’t cause enough problems! “There’s no doubt that both physical and psychological stress or trauma can lead to hair shedding,” says Dr. Batra. Some examples of this stress include an illness, surgery, childbirth, dramatic weight loss, getting married, getting divorced, the death of a loved one, a car accident, and a major move or job change. “Stress can cause more hair than usual to shift into the resting phase,” explains Dr. Batra. After the resting phase, the hair falls out - typically three to four months following the stressful event. But there is a bright side. “This is more of a hair shedding rather than true hair loss because the hair will grow back,” adds Batra. But using the Keranique System can help improve the regrowth of your hair faster. Your thinning tresses will thicken up once the stress is gone.
HAIR FACT: IT’S NORMAL FOR HAIR TO FALL OUT.

Dr. R. Sonia Batra is a board certified dermatologist practicing in Santa Monica, CA. She received her A.B., M.P.H, and M.D. degrees from Harvard University, where she graduated magna cum laude.

Also a Rhodes Scholar, she earned a Master’s degree at the University of Oxford, England. She completed her residency training in Dermatology at Stanford University followed by advanced fellowship training in micrographic surgery, laser and cosmetic dermatology in Boston.

Dr. Batra is a frequent media expert and has appeared on several television shows: Dr. Phil, The Doctors, and ABC World News among others.

You should know that, on average, a person with a normal, healthy head of hair has about 100,000 to 150,000 hairs on her head. And 85% of them are in the growing phase (called Anagen) at any one time, while the remainder are either in the transition (Catagen) or the resting phase (Telogen). After the resting phase, the hairs start to shed (sometimes also referred to as the Exogen phase). The hair shaft falls out naturally on its own and a new strand starts to grow in its place, produced by the follicle.

It is perfectly normal to lose between 50 and 100 hairs a day because of this cycle. However, due to the multiple factors mentioned earlier, when your hair growth cycle is disrupted, the growth phase may be shortened and the transition, resting and shedding phases may lengthen. Hair may also stop growing longer because of breakage – on average healthy hair should grow about ½ an inch per month.

For women especially, hair loss doesn’t fall into a predictable pattern like it does for men, commonly called “male pattern hair loss.” Hair loss in women is more diffuse, and can happen all over, so it appears to be just thinning. Or women can start to see through their hair to their scalp at their temples or crown or in other patches all over. Because of this, fewer than 5% of women are good candidates for hair transplants.

The good news is that Keranique can help women of any age with any type of hair!
THE HAIR GROWTH CYCLE.

“Just like every cell in the body, hair has a growth cycle,” explains Dr. Batra. “At any moment, part of your hair is in one of three main stages: the growing phase, which lasts about 2-7 years, the transition phase, which lasts about 2-6 weeks, and the resting phase, which lasts up to 2-3 months. At the end of the resting phase, the hair follicles release hair, causing it to fall out. Then the cycle starts all over again with the growing phase.” This is why it’s important to use the Keranique System as instructed for four full months to start to see visible results and you will see continued improvement for up to a year, after which you’ll want to maintain all that beautiful hair.

HOW REGROWTH TREATMENT WORKS

Start Replacing Weak, Thin Hairs: To make room for new thicker hair, some temporary shedding may occur the first few weeks, which is a good sign. That means it’s working!

Reinvigorate Shrunken Follicles: Keranique’s Hair Regrowth Treatment with 2% Minoxidil helps circulation around the follicles, allowing thicker, more rooted hair to grow.

Optimize Regrowth Cycle: It takes 4 months on average to start to see regrowth. Early regrowth may be colorless and soft. After that time, you’ll see continuing growth that normalizes to match your current hair

Regrow Thicker, Fuller Hair: Keep using the Keranique Regrowth Treatment with 2% Minoxidil to optimize and maintain hair regrowth.

With the length of time it takes to regrow hair, the fact that most of your hair is in the growing phase at any point in time, and the fact that hair loss in women is more diffuse and many women wear their hair longer, hair loss is often far more advanced before women acknowledge it. In fact, many women may have lost up to 50% of their hair before they even notice.

Hair loss in women is much more common than is realized and is under-reported because of this. In addition, most hair loss is progressive and it will usually get worse if no action is taken. The shampoo, conditioner and Lift & Repair Treatment Spray in the Keranique System complement each other and work together by infusing the hair shafts with a proprietary Keratin Amino Complex™ that improves the strength and the appearance, thickness and fullness of hair.

The Keranique Hair Regrowth Treatment includes 2% Minoxidil which is the only FDA approved ingredient that improves circulation to the follicle and that has been clinically proven to regrow hair in women.

The entire Keranique System has been specifically formulated for women. “What I like about it is that it marries both the science that helps women regrow their hair with a clinically proven ingredient, with the beauty that makes their hair look thicker and fuller,” says Dr. Batra.
OVER-THE-COUNTER SOLUTIONS HAVE NEVER BEEN BETTER.

This is the only over-the-counter ingredient FDA-approved to regrow women’s hair.

“The Keranique Hair Regrowth Treatment with 2% Minoxidil helps revitalize and reinvigorate hair follicles by helping them get the nourishment that they need to grow,” explains Dr. Batra.

According to a recent nationwide survey, 46 million women in the U.S. are experiencing hair loss and thinning, which is about 1 in 3 adult women over the age of 18. “Because women often have longer hair and are doing more to style it, by the time they notice their hair loss, it’s at a fairly advanced stage,” says Dr. Batra. “And hair loss is actually far more common for women than most people even realize. Because it’s not talked about, it’s an under reported problem.”

On average, it takes at least four months to see results, but research shows it works. (Although hair re-growth stops if you stop using it.) Keranique’s Hair Regrowth Treatment with 2% Minoxidil contains pharmaceutical grade 2% Minoxidil, which is the FDA-approved dosage and is specially formulated for a woman’s bio-chemistry. This treatment is for women looking for serious and long term solutions for their hair loss and thinning.

The Keranique Hair Regrowth System can help.

BEFORE

AFTER
HERE ARE SOME OF THE BEST STRAND-STRENGTHENING NUTRIENTS:

BIOTIN.
Biotin is a water-soluble B vitamin that has been shown to nourish and support healthy-looking hair and nails. Foods with a relatively high Biotin content include peanuts, Swiss chard and other leafy green vegetables.

BETA-CAROTENE.
When you eat foods that contain Beta-carotene, your body converts it into vitamin A, a nutrient that helps hair cells grow. A diet that’s low in this nutrient can result in dry, dull hair. Get your fill with thirst-quenching carrot juice, a baked sweet potato or some juicy chunks of watermelon.

IRON.
If you have an iron deficiency, your red blood cells may not get the oxygen that they need. This can impact your whole body, including your hair follicles. “Alopecia may be associated with autoimmune disorders, or in rare cases iron deficiency,” explains Dr. Batra. Pump up your Iron with lean beef and dark meat turkey or veggies like kale, asparagus and Swiss chard.

ESSENTIAL FATTY ACIDS (EFA’S).
Omega-3 and Omega-6 essential fatty acids help the body produce the natural oils that make hair shiny and prevent a dry scalp. To hydrate from within, nibble on Omega-3 rich walnuts, salmon and avocados, and Omega-6 rich sunflower, corn, sesame and soybean oils.

A VITAMIN SUPPLEMENT CAN HELP, TOO.
In addition to a healthy diet, a vitamin supplement designed for hair is a good way to get the right nutrients for your locks. Look for one that contains Biotin, vitamins B6 and B12, pantothenic acid and Beta-carotene, like the Keranique Daily Essentials with anti-oxidants.
YOU ARE WHAT YOU EAT – AND SO IS YOUR HAIR.

“For healthy hair, it’s important to eat a colorful diet with lots of antioxidants and vitamins as well as protein and good fat,” explains Dr. Batra.

HERE ARE SOME OF THE BEST STRAND-STRENGTHENING NUTRIENTS:

PROTEIN.
“Protein keeps your hair thick and lustrous and gives it the amino acids that are needed to ‘build’ hair,” explains Dr. Batra. A diet low in protein can cause thin, sparse, dry-looking hair. “Most people should eat one gram of protein for every kilogram of body weight – the equivalent of 50-60 grams for a 110-132 pound person,” says Dr. Batra. Swap your sugary cereal for a hard-boiled egg or toss lean chicken or fish on top of your lunchtime salad.

BIOTIN.
“Not enough of this B vitamin can cause your hair to be thin, dry and brittle,” explains Dr. Batra. Feel like a kid again and have a PB & J sandwich for lunch or trail mix with almonds for a snack.

VITAMINS B 6, B12 AND,
These three nutrients help your body produce red blood cells, which carry oxygen and nutrients to your scalp and hair follicles. Deficiencies in these nutrients can halt hair growth, leave hair more damage-prone and even cause it to fall out. Get your fill from a chicken and avocado sandwich, a broccoli and spinach omelet or a juicy fruit parfait made with low-fat yogurt and slices of oranges and papaya.
YOUR SCALP IS SKIN.

TREAT YOUR SCALP LIKE SKIN, NOT HAIR.
Most of us treat our hair and scalp as one unit, but they actually are two very different things. Your hair is a very delicate fiber made of a protein called keratin. Your scalp is where your hair follicles live, and is just like the skin on your face. That means it can be sensitive, and in turn needs gentle treatment. After all, you wouldn’t scrub your face with harsh cleansers and strip it of its natural oils, so why would you do that to your scalp? That said, “It is important that the scalp is clean and free of build-up, so all of the nutrients and treatments that are massaged into it can penetrate into the hair follicle,” according to Celebrity Hair-stylist Mitzi Spallas.

HOW CAN YOU TREAT YOUR SCALP WELL?

AVOID HARSH CLEANSERS.
Instead, use a sulfate-free shampoo and volumizing (but not heavy) conditioner.

DON’T SCRUB YOUR HEAD VIGOROUSLY WHEN WASHING HAIR.
Rather, softly massage the scalp to lift off dirt and then rinse with warm water.

GENTLE SCALP MASSAGE.
Stimulates circulation to the scalp, bringing oxygen, blood, and nutrients to the hair follicles. This strengthens the follicles so healthy hair can grow.

KERANIQUE’S SCALP STIMULATING SHAMPOO.
Made to boost circulation to the hair follicles and strengthen the roots. Gently massaging the scalp and leaving both shampoo and conditioner on your hair for at least three minutes each will help the penetration process.

ADD MOISTURE.
In the winter, high indoor heat and low humidity can leave your scalp parched and itchy. A humidifier will add moisture to the air to help ward off these negative effects. The products in the Keranique System were specially designed to work together and complement each other to help give you visibly thicker, fuller, healthier looking hair.
HOW TO STYLE FOR FULLER-LOOKING HAIR.

**LOOSEN UP YOUR PONYTAIL.**
“Too-tight ponytails, braids, and buns can cause something called traction alopecia,” explains Mitzi Spallas, celebrity hair stylist based in Los Angeles. “This is caused by pulling your hair back so tightly that there is excessive tension on the hairline that causes the hair to fall out and the hairline to recede.” It can also happen from too-tight extensions or those that are not put in properly. “This can cause the hair to be pulled out of your head before it’s ready to fall out naturally,” adds Dr. Batra. “Over time, this can cause trauma and scarring to the hair follicle so that the hair won’t grow back.” So be sure to loosen your ponytail, braid, or bun and don’t pull and tug tightly at the scalp when styling hair. Be especially careful with wet hair because it is especially fragile. Also, use fabric ponytail holders, which are gentler on hair than rubber-band styles. If you do get extensions, go to someone who is highly experienced.

**USE CLIPS TO GIVE HAIR SOME LIFT.**
Small, pin curl hair clips (which can be purchased anywhere) can give the roots of your hair some lift, making it look fuller. The key is to do it when hair is wet. “Clipping the hair while it’s wet releases it from its own weight during the drying process thus allowing it to dry with more body,” says Spallas. Simply lift a small section of hair from the crown and hold it perpendicular to your scalp (rather than forward or back). Next, open the clip with a claw-like motion and slide it onto the hair as close to the scalp as possible. Do this on a few other sections of hair that tend to get flat as well. When hair is completely dry, remove clips carefully using two hands. (One hand to hold the section of hair and the other to remove the clip so that you don’t rip or break the hair.)

**PART YOUR HAIR SMARTER.**
A center part causes gravity to pull down on both sides, which can make your scalp more visible. Instead, part your hair on the side or anywhere off center. Doing this will add volume and height, drawing attention away from your scalp and/or thinning hair. Or if your part is very wide, you can disguise it with a less defined part.
DON’T (COMPLETELY) BANISH THE BLOW-DRYER.

“Everyone likes a smooth sleek look, but daily use of blow dryers, flat irons and curling irons can lead to dry, broken and brittle hair,” says Franco Della Grazia, International Hairstylist based in New Jersey. In an ideal world, you wouldn’t use heat tools because they can cause breakage and damage. But that’s not a world most women live in. And we don’t have to!

JUST LIMIT YOUR HEAT STYLING TO A FEW DAYS A WEEK AND FOLLOW THESE HAIR-HEALTHY TIPS.

PREP HAIR FOR BLOW-DRYING.
You don’t want to dry hair that is soaking wet- especially because wet hair is more fragile. After the shower, use a micro-fiber towel to remove some of the water either by wrapping it turban style or blotting the hair, recommends Della Grazia.

START BLOW-DRYING UPSIDE DOWN.
Bend over at the waist and flip your head upside down. “If you want to achieve height, you should concentrate on the top of your hair first. This is the area that requires height, most woman dry the underneath first but this will only create frizz. You should always blow dry the front and top of your hair first,” states Della Grazia. Spray a product like Keranique Lift and Repair Treatment on your hair before blow-drying for added body and bounce.

SAFEGUARD HAIR WITH HEAT-PROTECTING PRODUCTS.
Keranique’s Thickening & Texturizing Mousse helps provide protection from heated styling products and leaves hair smoother to the touch. Plus, many heat protecting products also prevent hair color from fading.

LOWER THE TEMPERATURE.
You don’t need to blast hair with the highest temperature heat to get it dry. “Most hair dryers have different settings such as high, medium, and low and a cool button,” says Della Grazia. “Use the lowest setting, which will dry hair with less damage, and press the cool button every few minutes.”

KEEP YOUR DISTANCE.
Don’t put the nozzle of the blow dryer too close to your hair. “Hold it four to five inches away so it’s getting less direct, high heat,” says Della Grazia.
DON’T BE AFRAID TO GET A HAIRCUT.

“One of the biggest mistakes made by women who have thinning and hair loss is not having their hair cut on a regular basis,” warns Franco Della Grazia. “A great cut is worth its weight in gold and will make your hair look thicker.” Plus, split ends make hair look unhealthy and frayed.

HERE ARE SOME TIPS FOR THE RIGHT CUT

GO SHORT.
“Shorter hair cuts are best for women with severely thinning hair because they maximize the fullness,” explains Della Grazia. Gravity pulls long hair down, leaving it flat. “This makes more of your scalp show through,” he adds. Instead, try a pixie with a little more length. For women with minor to moderate thinning, I also recommend going shorter - ideally anywhere above shoulder length.

GET LAYERS.
“Properly layered hair will give the illusion of thicker hair,” says Della Grazia. That’s because layers give hair movement, making it look fuller. “And the layers don’t need to be surface layers, they can be underneath the hair as well,” he says. “This creates a foundation within the cut to make the hair fuller.” But make sure not to have too many layers or those that are too short.

AVOID RAZORS.
Don’t let a stylist use a razor – it thins hair (and creates the dreaded frizz!).

FIND A STYLIST YOU TRUST.
Again, you can do this by asking friends for suggestions or approaching that stranger/co-worker/acquaintance with great hair and asking where she gets it done. (Don’t worry; she’ll be flattered.)
THE PRODUCTS YOU USE MATTER.

In fact, they can be the difference between limp and lush strands.

“I see many women with thin hair who have a fear of using products,”

says Celebrity Hairstylist Mitzi Spallas in California. “But hair products can be thin hair’s new best friend.” You just need to choose the right ones. “The last thing you want are products that leave hair sticky and tacky. This will make your brush tug at your hair and put excess stress on it, which may cause it to snap,” adds Spallas.

HERE ARE SOME TIPS:

USE A LIGHTWEIGHT SHAMPOO AND CONDITIONER OR DETANGLER
One to try is Keranique Scalp Stimulating Shampoo. Designed especially for thinning hair, this sulfate-free shampoo is fortified with keratin and Pro Vitamin B5.

BUT DON’T BE AFRAID OF CONDITIONER.
“You want your hair to look shiny, healthy, and touchable!” says Della Grazia. A great choice would be the Keranique Volumizing Keratin Conditioner, which helps give hair volume and shine without weighing it down like traditional conditioners.

PRODUCTS LIKE VOLUMIZING SPRAYS, ROOT BOOSTERS, SHAMPOOS AND CONDITIONERS REALLY MAKE A DIFFERENCE.
Use sparingly as too much product on your hair may weigh it down.

DRY SHAMPOO
Is a great way to clean hair in between shampoos and give it some body.

DON’T APPLY PRODUCT JUST TO THE ENDS OF YOUR HAIR.
It will only make the style collapse and attract dirt.

DON’T USE CREAM-BASED PRODUCTS;
They tend to be heavy. A lightweight gel or mousse can be a better choice.

USE THICKENING SPRAYS.
They temporarily increase the diameter of each hair using a thin coating of proteins. Most also leave hair soft and shiny.

STAY AWAY FROM PRODUCTS THAT CONTAIN ALCOHOL.
They will leave your hair feeling dry.

OPT FOR A DETANGLING BRUSH,
Which is gentler on your hair and “It’s best to brush your hair thoroughly when it’s dry so brush and detangle before washing it” says Della Grazia

A COMPLETE HAIR GROWTH SYSTEM IS A SMART PLACE TO START.
It’s a true breakthrough in hair care - the Keranique Solution. This simple three-step approach includes everything from shampoo and conditioner to scalp treatment and styling products for

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IS OUR BRAND PROMISE. EVERY KERANIQUE PRODUCT HAS BEEN DESIGNED TO TARGET, PROTECT, NOURISH, STRENGTHEN AND, REVITALIZE WOMEN’S HAIR.