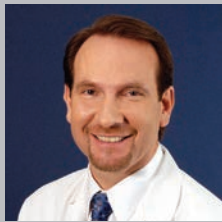


# Hair Loss & Thickening Products

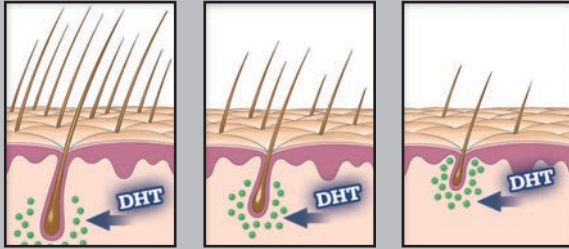




# ASK THE DOCTOR WHY DOES HAIR GET THINNER?

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

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



The key to growing and 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 and finer hair. Hence, long, pigmented, terminal hair becomes short, fine and 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 and UV rays, and internal factors such as aging, genetics, health, medication and 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 and women whose hair follicles are sensitive to DHT (a primary cause of thinning and hair loss).

Typically, hair on the top and front of the head is most sensitive to DHT. Over time, this hair will become weaker, finer and 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 and women who struggle with fine hair, thinning hair and hair loss, by offering comprehensive hair solutions and superior products. We educate stylists in order to create "thinning hair" experts in salons across the country, while operating through integrity, honesty and passion.

\* May only be sold by a pharmacist in South Africa

\*\* May only be prescribed by a doctor in South Africa



## System #1

### BOS.DEFENSE™ HAIRCARE

For Non Color-Treated Hair

Normal to Fine

Volumizes & Thickens, removes toxins like DHT from the hair & scalp, a primary cause of hair thinning & hair loss

**Nourishing Shampoo**  
Gentle, sulfate-free cleanser that helps to create a healthy environment for hair & scalp. Shampoo with LifeXtend Complex & Sage Leaf Extract  
300ml **8907**  
1000ml **8909**

**Volumizing Conditioner**  
Weightless, with Kelp Extract which helps protect from photo-aging, frequent washing & damage due to brushing. Conditioner with LifeXtend Complex & Sage Leaf Extract  
300ml **8910**  
1000ml **8911**

**Thickening Treatment**  
Leave-in treatment to help inhibit the action of DHT  
\*\* may cause temporary redness, 200ml  
**8912**

**Starter Pack**  
Nourishing Shampoo 150ml  
Volumising Conditioner 150ml  
Thickening Treatment 100ml  
**8913**





**System #2**

**BOS.DEFENSE™ HAIRCARE**

For Color-Treated Hair

Normal to Fine

Volumizes & Thickens, removes toxins like DHT from the hair & scalp, a primary cause of hair thinning & hair loss & helps to extend the longevity of hair color

Nourishing Shampoo with LifeXtend Complex & ColorKeeper  
300ml **8914**  
1000ml **8915**

Volumizing Conditioner with LifeXtend Complex & ColorKeeper  
300ml **8916**  
1000ml **8917**

Thickening Treatment leave-in treatment to help inhibit the action of DHT  
\*\* may cause temporary redness, 200ml **8918**

Starter Pack  
Nourishing Shampoo 150ml  
Volumizing Conditioner 150ml  
Thickening Treatment 100ml **8919**



**System #3**

**BOS.REVIVE™ HAIRCARE**

For Non Color-Treated Hair

Visibly Thinning

Reconditions Hair & Rejuvenates the Scalp

Nourishing Shampoo  
A gentle, rejuvenating, sulfate-free cleanser that removes toxins such as DHT from the scalp of visibly thinning hair  
Shampoo, with LifeXtend with Saw Palmetto  
300ml **8920**  
1000ml **8921**

Volumizing Conditioner  
Conditioner, paraben-free & volumizing  
300ml **8922**  
1000ml **8923**

Thickening Treatment with Soy Amino Acid  
\*\* may cause temporary redness, 200ml **8924**

Starter Pack  
Nourishing Shampoo 150ml  
Volumizing Conditioner 150ml  
Thickening Treatment 100ml **8925**



**System #4**

**BOS.REVIVE™ HAIRCARE**

For Color-Treated Hair  
Visibly Thinning

Nourishing Shampoo  
with ColorKeeper  
300ml **8926**  
1000ml **8927**

Volumizing Conditioner  
paraben free & volumizing  
300ml **8928**  
1000ml **8929**

Thickening Treatment  
\*\* may cause temporary  
redness, 200ml  
**8930**

Starter Pack  
Nourishing Shampoo 150ml  
Volumizing Conditioner 150ml  
Thickening Treatment 100ml  
**8931**



**TRAVEL SIZES - Now you can travel with your favourite hair products**

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

Color-Treated Hair  
60ml



Shampoo  
**15940**

Conditioner  
**15941**

Shampoo  
**15942**

Conditioner  
**15943**

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

Color-Treated Hair  
60ml



Shampoo  
**15944**

Conditioner  
**15945**

Shampoo  
**15946**

Conditioner  
**15947**

**Intense Conditioning**

Moisture Masque, 200g  
Deep Conditioning for Moisture & Shine  
8935



Strengthening Masque, 200g  
Deep Conditioning for Strength & Volume  
8936



**Dual Purpose Treatment**

Rebalancing & Finishing Treatment,  
75ml for hair & scalp  
• Africa's "Miracle Oil"  
Marula Oil is rich in antioxidants and a potent moisturizer  
• Burdock Root Oil helps maintain a healthy scalp and strengthens hair  
• Argan Oil provides fantastic silky shine  
• LifeXtend & ColorKeeper complex  
8937



**Bamboo**

**Volume & 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.  
How to use it:  
Hold 5-6 inches from the head  
Puff directly into the roots & scalp  
Work into the scalp or brush it through



Features & Benefits:  
• 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  
15g  
14662

**Enhancements**

Hair Thickening Fibers  
• Keratin proteins similar to natural hair  
• Blends with natural hair to add density & help create thicker, fuller-looking hair  
• Made with a natural protein that is hypo-allergenic  
12g

- Black** 8940
- Dark Brown** 8941
- Medium Brown** 8942
- Light Brown** 8943
- Auburn** 8944
- Blond** 8945
- Gray** 8946



Non-Aerosol Hairspray & FiberHold Spray  
Increases the bond between natural hair & hair thickening fibres for a more durable style  
• Fast-drying, humidity-resistant hairspray  
• Creates thicker, fuller-looking hair with long-lasting body & hold.  
• Use with Thickening Fibers  
• ColorKeeper complex  
200ml  
8939



**Sun Protection**

Scalp Protect Sunscreen Spray with SPF20, 75ml  
• Alcohol-free, residue-free  
• Helps protect the scalp from sunburn  
• Noni Fruit converts harmful rays to beneficial red wave length light  
• LifeXtend Complex  
• ColorKeeper  
8938



Texturizing Spray  
• Multi-functional, dry texturizing spray to create weightless texture & long-lasting volume with no flaking.  
• Creatine improves feel of damaged hair by imparting healthy-hair feel & adding volume.  
• Perfect for fine hair & is layer-able for all hair types.  
• Provides hold while maintaining natural look & feel  
205ml  
14410



BOS.RENEW™  
Volumizing Dry Shampoo  
100ml  
9649



Volumizing Ultra Boost Styling Crème  
• Rich in nutrients & antioxidants for movable texture, conditioning volume & semi-matte finish  
• Kernel & Argan oil protects, smoothes & adds shine  
• Moringa oil moisturises & strengthens  
• Hair left hydrated with natural look & feel  
50ml  
13945





## Volumizing & Thickening Styling

- Weightless Volume & Shine
- Helps strengthen the hair follicle
- UVA Protection
- Volumizing & Thickening

Styling  
Hairspray  
255g  
**8956**

Styling  
Mousse  
188g  
**8955**

Styling Gel  
alcohol-free  
medium hold  
150ml  
**8953**

Nourishing Leave-In  
Thermal Protector  
200ml  
**8954**

60ml  
**15966**



## Scalp Micro-Dermabrasion: Facial for the Scalp

### In-Salon Service

- 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

### Key Ingredients

- LifeXtend Complex
- Exfoliators
- Diatomaceous earth, a gentle natural exfoliator
- Pomegranate
- Sweet Almond Extract, adds sheen
- Sugar Cane & Sugar Maple Extract
- Glycolic acid/alpha hydroxyacid, dissolves oil and build-up
- Bilberry Extract, antioxidant
- Lemon Extract, anti-inflammatory
- Orange & Green Tea Extract, soothes irritated scalp



BOS.RENEW™ Micro-Dermabrasion Base  
**Step 1**  
(1 application - 50ml)  
**8949**

BOS.RENEW™ Micro-Dermabrasion Booster  
**Step 2**  
Average of 6 applications - 300ml  
**9004**



### Rejuvenating Scalp Scrub

#### Detox & Reset with Scalp Scrub!

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

- Bamboo charcoal
  - Sunflower seed oil
  - Shea butter
  - Rosemary leaf extract
  - Tea leaf oil extract
  - Orange, tangerine & lime oil
- 118ml  
**15948**



### Scalp & Hair Care Kit

\*Many men & women will experience some type of hair loss, requiring a specialised product mix to target hair loss

#### BOS.REVIVE™ FOR NON-COLORED HAIR

Contains:

- 1 x BOS.REVIVE™ Nourishing Shampoo, 150ml
  - 1 x BOS.REVIVE™ Nourishing Conditioner, 150ml
  - 1 x BOS.REVIVE™ Thickening Treatment, 100ml
  - 1 x BOS.REVIVE™ Follicle Energizer, 30ml
- 15950**



### Volumizing & Thickening Mousse

Relaunch of Volumizing & Thickening Styling Mousse with a new, updated formula & a new look!

- Infuses instant body & shine, strengthening & thickening the hair shaft
  - Non-alcoholic formula with no flaking or dusting
  - ColorKeeper to help protect & extend colour
  - Humidity & heat-resistant with thermal-styling protection
- 195ml  
**15949**



#### BOS.REVIVE™ FOR COLORED HAIR

Contains:

- 1 x BOS.REVIVE™ Nourishing Shampoo, 150ml
  - 1 x BOS.REVIVE™ Nourishing Conditioner, 150ml
  - 1 x BOS.REVIVE™ Thickening Treatment, 100ml
  - 1 x BOS.REVIVE™ Follicle Energizer, 30ml
- 15951**



**New Mom Hair Recovery Kit**

Designed for new mothers for recovery from common post-partum hair loss

Contains:

- 1 x BOS.DEFENSE™ Nourishing Shampoo, 150ml
- 1 x BOS.DEFENSE™ Volumizing Conditioner, 150ml
- 1 x Healthy Hair Follicle Energizer, 30ml

15952



**Recovery Kit**

Designed for hair loss sufferers going through medical treatments

Contains:

- 1 x BOS.REVIVE™ Nourishing Shampoo For Non-Colored Hair, 150ml
- 1 x Follicle Nourisher, 75ml
- 1 x Follicle Energizer, 30ml

15953



**Men's Essential Kits**

Specifically designed for men

**BOS.DEFENSE™** - For Non Color-Treated Hair

Contains:

- 1 x BOS.DEFENSE™ Shampoo, 300ml
- 1 x Follicle Energizer, 30ml

16164



**BOS.REVIVE™**

For Non Color-Treated Hair

Contains:

- 1 x BOS.REVIVE™ Shampoo, 300ml
- 1 x Follicle Energizer, 30ml

16173



**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

This product is designed for the scalp, not the hair

75ml  
16165



**Healthy Hair Treatments: with Scalp Activators & Biotinyl-GHK**

Follicle Energizer, 30ml

- For areas of thinning & low-density hair

- For all hair types

- Advanced leave-in treatment drops

- Scalp activators help raise follicle energy

8932



**Healthy Hair Vitality Supplement**

Men's Formula - 60 tabs

An internal supplement for men

to support healthy hair growth (contains Saw Palmetto to inhibit DHT production)

8933

Women's Formula

60 tabs - An internal supplement for women

to optimize follicle function & support healthy hair, skin & nails growth

8934



Hinoki Oil, distilled from Japanese Hinoki trees, has been used for skin ailments in Japan & Asia for over 2000 years. Hinoki hair thinning & loss products are natural, non-drug based with Hinoki Oil.

**Hinoki Revitalizing & Normalizing Shampoo:**

- Deep cleans hair & scalp
- Volumizing cleanser, increases volume by 10%
- Strengthens fine & thinning hair by filling in with protein
- Reduces excess sebum & dandruff
- Promotes a healthy scalp
- Soothes the scalp & softens the hair

950ml **7269**



**Hinoki Conditioner:**

- Conditions while maintaining volume
- Adds texture & body up to 10%
- Assists in reducing sebum build-up
- Helps prevent split ends
- Prevents itching
- Hydrates & softens dry tense scalp
- Reduces dandruff flakes
- Antiseptic balancer
- Heals wounds & skin ulcers to stimulate the growth of healthy tissue
- Astringent acidifier & pH adjuster

250ml **7259**

950ml **7270**



**Hinoki 3 pack sachet:**

Includes:

- 1 x 7.4ml Shampoo
- 1 x 7.4ml Conditioner
- 1 x 7.4ml Hair Thickener

**7268**



**NOTE: Timeframe of results: Hair should stop falling out within a few days.**

**Hair growth should start within 8-12 weeks, provided the 10-5-2 Rule is applicable to your condition.**



**ThickFX™ - 12g**

Hair Building Fibre - for Men & Women - Hair appears thicker & fuller instantly!

- Easy application in under 30 seconds
- 8 natural, unisex colours
- Resists humidity & perspiration when used with ThickFX™ Fibre Locking Spray
- Washes out easily with shampoo
- Suitable for all hair types



**Black 12973**



**White 12974**



**Dark Brown 12979**



**Fibre Locking Spray (non-aerosol) 95ml 13029**



**Medium Brown 12980**



**Light Brown 12982**



**Grey 12992**

