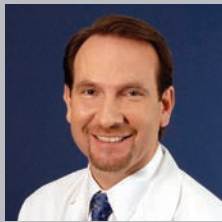


Hair Loss & Thickening Products

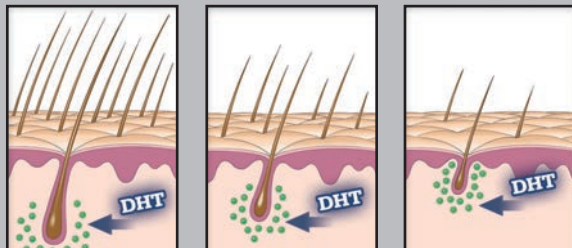




ASK THE DOCTOR WHY DOES HAIR GET THINNER?

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™
Volume & Cleansing Dry Shampoo
100ml
9649



Volume & Cleansing 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



NEW!

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

NEW!



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**

NEW!



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

NEW!



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!



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

