

Viviscal®
professional
Hair Growth Programme

Victory

for thicker, fuller hair

Viviscal®
professional

Hair Growth Programme

60 Tablets

Professional Strength

DRUG FREE
CLINICALLY PROVEN FORMULA

SCIENTIFICALLY
FORMULATED



SHARKE COMPLEX

25 Years of Hair Growth Expertise

We've been researching hair for the last 25 years and are very proud to have developed the world's most clinically proven hair growth supplement. Viviscal is proven to work in 9 clinical trials. These studies were conducted with leading dermatologists worldwide.

Viviscal was originally developed in the late 1980s in Scandinavia with the first clinical trial proving it's efficacy being published in The Journal for International Medical Research.

Since then, numerous trials have been conducted internationally to prove the efficacy and safety of Viviscal supplements in nourishing thinning hair and promoting existing hair growth from within. The research is notable as Viviscal is totally drug-free and does not contain hormones – which were traditionally the only proven treatment options.

Today, Viviscal supplements are the number 1 hair growth supplement for women in the US*. Over 5 million units have been sold globally since the product's inception** and 1 box of Viviscal supplements is sold every minute worldwide***.



*Based on IRI MULO data for 52 weeks ending October 4th, 2015.

**Sales since Viviscal was established in 1990.

***Based on supplement sales globally in 2015.

What is Viviscal Professional?

Viviscal Professional is a nutritional supplement with a unique proprietary active ingredient: AminoMar C™, a rich marine protein complex. It also contains biotin and apple extract to fortify and promote healthy hair growth from within.

Two tablets of Viviscal Professional contain	
Marine Protein Complex (AminoMar C™) (fish/molluscs)	950mg
Vitamin C (50% NRV*)	40mg
Biotin (390% NRV)	195µg (microgram)
Apple Extract Powder	80mg
L-Cystine	25mg
L-Methionine	25mg

*NRV = EC Nutrient Reference Value

What type of hair loss is Viviscal Professional suitable for?

Viviscal Professional is suitable for both men and women and can be particularly effective as a treatment for those suffering from hair loss brought on by the following:

- Post-pregnancy
- Menopause
- Hereditary
- Aging
- Stress
- Medications
- Poor Nutrition
- Overstyling/ traction alopecia
- Chemical Treatments.

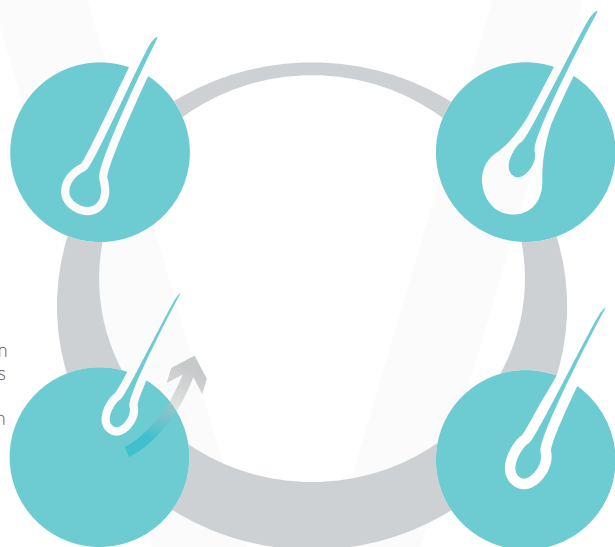
Viviscal Professional is used effectively as a standalone treatment, as proven in clinical trial.

Viviscal Professional and the Hair Growth Cycle

As we age the length of the anagen phase may shorten with every hair growth cycle resulting in hair becoming weaker and appearing less vibrant. The hair follicle shrinks to the stage where it is no longer receiving the required nutrients and oxygen rich blood supply.

Hair thrives on a plentiful supply of specific proteins, vitamins and minerals. Viviscal has been proven to prolong the length of the anagen phase of the hair growth cycle with numerous clinical trials demonstrating a reduction in hair shedding, and an increase in both hair density and the count of thick terminal healthy hairs.

1. Anagen
(Growing Phase)
The growing phase lasts two to seven years and determines the length of our hair.



2. Catagen
(Regression Phase)
This stage lasts about ten days. The hair follicle shrinks and detaches from the dermal papilla.

3. Telogen
(Resting Phase)
The resting phase lasts around three months. Around 10-15% of hairs are in this phase. Whilst the old hair is resting, a new hair begins the growth phase.

4. Exogen
(Shedding Phase)
Exogen represents the period from when a resting hair reaches its terminal position in the follicle to when it finally detaches. The resting hair is gradually loosened resulting in shedding of the hair.

The Hair Growth Cycle figure 1.1

Summary table of our most recent clinical trials

Viviscal clinical trials consistently demonstrate statistically significant results with respect to a reduction in hair shedding and an increase in hair diameter. Plus an improvement in scalp coverage as a result of an increase in thick, healthy terminal hairs. A more detailed overview of the most recent published Viviscal clinical trials can be found in the following pages.

Study	Published	Duration of Study (months)	Double-Blind	Placebo-Controlled	Participants
Ablon, 2015		6	Yes	Yes	60 males
Ablon & Dayan, 2015	JCAD, 12/2015	6	Yes	Yes	40 females
Ablon, 2015	DRP, 15/2015	3	Yes	Yes	60 females
Bloch, 2014	JID, 2016	6	No	No	52 females
Thomas J Stephens & Associates et al., 2013	IJT, 10/2015	6	Yes	Yes	72 females
Ablon, 2012	JCAD, 11/2012	3	Yes	Yes	15 females
Jackson, 2011	No	4	No	No	16 African American females
Thomas J Stephens & Associates, 2010	No	10 Weeks	No	No	16 females
The following studies were conducted prior to Lifes2good, Inc.'s involvement with Viviscal					
Pereira, 1997	RBM, 03/1997	6	No	No	200 males
Majass et al., 1996	SAS, 03/1996	12	No	No	23 males 61 females
Lassus et al., 1994	NDAF, 1994	8	No	No	30 males
Lassus & Eskelinen, 1992	JIMR, 11/1992	6	Yes	Yes	40 males
Lassus & Santalahti, 1992	No	8	No	No	20 males 20 females

Clinical Trial (1)

A 3-month, randomized, double-blind, placebo-controlled study evaluating the efficacy of Viviscal in promoting hair growth and decreasing hair shedding in women with self-perceived thinning hair.

By Glynis Ablon, MD, Ablon Skin Institute Research Center, Manhattan Beach, CA.

Published in Dermatology Research and Practice Journal, 2015, Article ID 841570, 8 pages.

Statistically-significant results were observed in the active group versus the placebo group with respect to:

32% increase in terminal hairs after 3 months

39% reduction in hair shedding after 3 months

DOUBLE-BLIND/PLACEBO-CONTROLLED

The results of this study demonstrate that the twice daily administration of Viviscal® for 90 days **increased the number of terminal hairs and decreased hair shedding** in Caucasian, Hispanic and Asian women with self-perceived thinning hair.

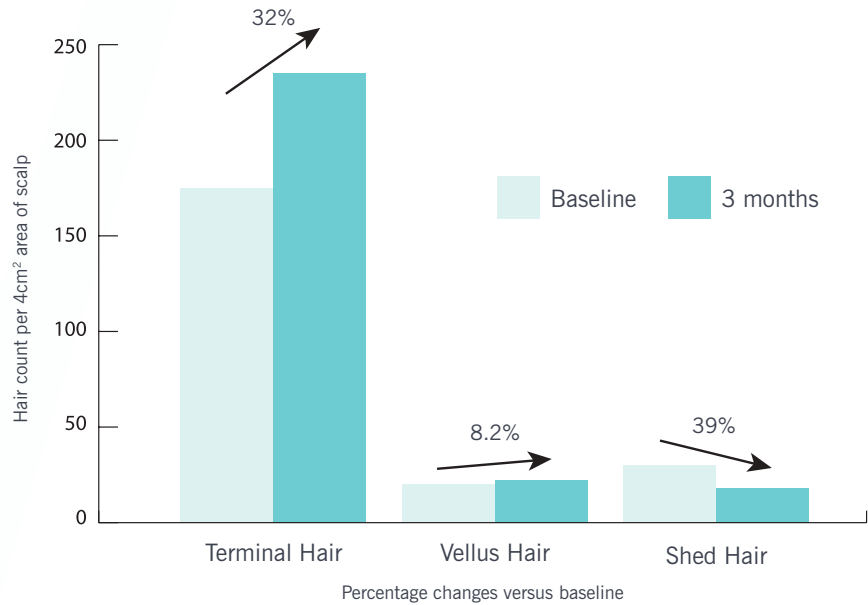
60 Females

Figure 1.2 Actual Viviscal patients courtesy of 3 month clinical trial by Glynis Ablon, 2015.



STUDY PROCEDURES:

The change in hair count was assessed on a 4 cm² area of scalp using phototrichograms. The below percentage changes versus baseline were observed.



Clinical Trial (2)

A 6-month randomized, double-blind, placebo-controlled, multi-centre study evaluating the efficacy of Viviscal supplements in women with self-perceived thinning hair.

By Glynis Ablon, MD, Ablon Skin Institute Research Center, Manhattan Beach, CA;
Steven Dayan, MD, DeNova Research, Chicago, IL.

Published in the Journal of Clinical Aesthetic Dermatology, December, 2015.

Statistically-significant results were observed in the active group versus the placebo group with respect to:

57% increase in terminal hairs after 3 months

80% increase in terminal hairs after 6 months

12% increase in hair diameter after 6 months

DOUBLE-BLIND/PLACEBO-CONTROLLED

The daily administration of Viviscal® was associated with a **statistically significant increase in the number of terminal and vellus hairs** and also a **statistically significant increase in hair thickness** among women with self-perceived thinning hair.

40
Females

(3 withdrew from the Viviscal® group and 1 from the placebo group before study completed)

Figure 1.3

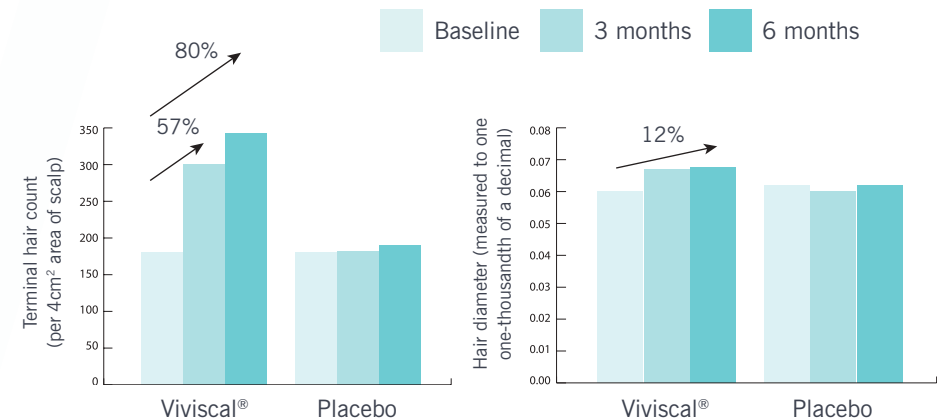
Actual Viviscal patients courtesy of 6 month clinical trial by Glynis Ablon and Dr. Steven Dayan, 2015, published in the Journal of Clinical Aesthetic Dermatology.



STUDY PROCEDURES:

The change in terminal hair count was assessed on a 4 cm² area of scalp using phototrichogram. The below percentage changes versus baseline were observed.

To measure change in hair diameter, 10 random hairs were snipped in measurement site and then measured using the Dino-lite microscopy to one one-thousandth of a decimal.



Clinical Trial (3)

A 6-month randomised, double-blind, placebo-controlled study evaluating the efficacy of Viviscal supplements in women with self-perceived thinning hair.

By Stephens & Associates. Thomas J. Stephens & Associates, Inc.

Dallas Research Center, 3310 Keller Springs Road, Suite 130, Carrollton, Texas 75006, USA.

Published in the International Journal of Trichology, 2015, October-Dec, Vol 7, issue 4.

Abstract presented at the World Hair Congress for Hair Research 2013.

Statistically-significant results were observed in the active group versus the placebo group with respect to:

7.4% increase in hair diameter after 6 months

18.3% reduction in hair shedding after 3 months

DOUBLE-BLIND/PLACEBO-CONTROLLED

This study concludes that Viviscal dietary/food supplements containing marine proteins shows statistically-significant benefits in increasing hair diameter in females with sub-clinical hair thinning/loss.

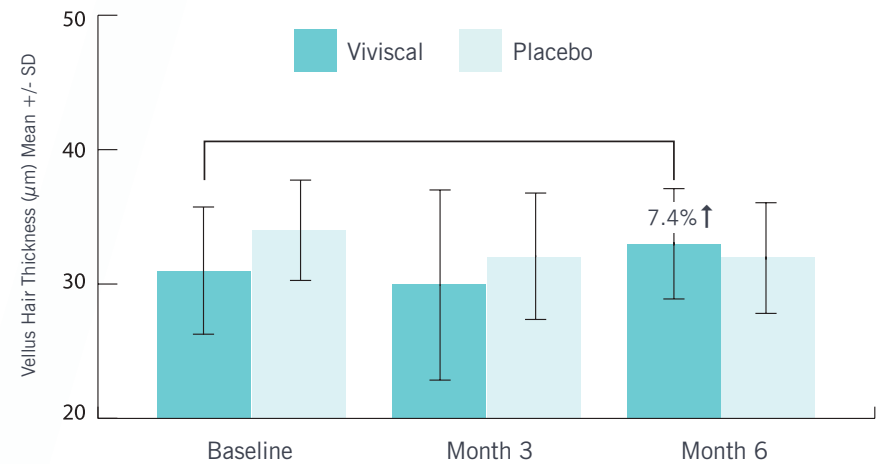
72
Females

Example of Phototrichogram for Subject 050



STUDY PROCEDURES:

Thickness of the vellus hair was measured in a 0.25cm² area of scalp utilizing phototrichogram imaging.



Clinical Trial (4)

A 6-month randomised, double-blind, placebo-controlled study evaluating the efficacy of Viviscal supplements in women with self-perceived thinning hair.

By Glynis Ablon, MD, Ablon Skin Institute Research Center, Manhattan Beach, CA.

Published in The Journal of Clinical and Aesthetic Dermatology, November, 2012.

Figure 1.4

Actual Viviscal patients courtesy of 6 month clinical trial by Glynis Ablon, 2012 published in The Journal of Clinical and Aesthetic Dermatology.



Frequently Asked Questions

Q Are Viviscal Professional supplements suitable for men and women?

A Yes. Viviscal Professional can be used by men and women.

Q Can anyone take Viviscal Professional supplements?

A Viviscal Professional is not recommended for anyone who is allergic to fish or seafood, pregnant or nursing women, or any person under the age of 18.

Q What is the recommended daily intake for Viviscal Professional supplements?

A Two tablets daily for a minimum of three to six months (one in the morning and one in the evening, taken with water after food). Thereafter, to maintain healthy hair growth, take one to two tablets daily as required. Viviscal Professional tablets are easy to swallow.

Q How long will it take to see results?

A Viviscal Professional works over a six month period. It can take on average six months to achieve stronger, fuller, healthier hair, however most users notice a difference after just three to four months.

Q What is the source of the marine protein complex in Viviscal Professional?

A The AminoMar C™ composition is proprietary and exclusive to Viviscal, therefore we do not divulge the exact formulation. If you have a specific concern around the composition, please contact our Customer Hair Care team.

Q Are there any negative side effects associated with Viviscal Professional?

A No, Viviscal Professional does not have any known side effects. No side effects were recorded during the clinical trials conducted worldwide.

Q What happens if your client stops taking Viviscal Professional?

A If your client ceases to take the product, the benefit they have experienced will diminish over time as the hair growth cycle continues. Equally if the product is not taken for the full six month programme they are unlikely to experience the full benefits.

How Viviscal Impacts the Dermal Papilla Cells

Viviscal cell model studies

A groundbreaking in-vitro human cell culture exploration of Viviscal's mechanism of action by Shannon Applied Biotechnology Centre shows the impact of Viviscal on the dermal papilla cells.

Results demonstrate:

A **37%**
increase in
dermal papilla cell
proliferation.

An **87%**
increase in Alkaline
Phosphatase levels
expressed by the
dermal papilla cells.

Increased dermal papilla cell proliferation is linked to:

- Introduction of the anagen phase.
- Prolongation of the anagen phase.

Increased Alkaline Phosphate levels is linked to:

- The anagen phase.

CELL PROLIFERATION

Dermal papilla cells are vital for healthy hair growth during the initial growing phase of the hair growth cycle otherwise known as the Anagen phase. To initiate new hair growth, a significant increase in the number of dermal papilla cells is required. This increase in cell number is thought to be primarily due to increased **cell proliferation** (which is cells growing and dividing).

CELL SIGNALLING

Alkaline Phosphatase is a key molecular message expressed by the dermal papilla cells during the Anagen phase of the hair growth cycle. Alkaline Phosphatase levels have long been established as being linked with the induction of new hair. Almost doubling the amount of Alkaline Phosphatase within each Dermal Papilla increases cell signals that encourage healthy hair growth. When treated with Viviscal, results **showed Alkaline Phosphatase levels increased by a staggering 87%**, when compared with a control.

Viviscal Professional is recommended by leading dermatologist and hair transplant surgeons worldwide

“Viviscal strengthens and replenishes vital nutrients in thinning hair. It is a drug-free supplement, for both men and woman, with clinical studies that support its use for promoting existing growth. I find it particularly useful for my patients who want to bring their hair back in balance during periods of severe emotional or physical stress.”

Dr. Craig Ziering,
Celebrity Hair Transplant
Surgeon



“Once we understand the whole process of hair growth (4 phases) it is easy to grasp the concept that we need to help each of those specific phases with specific supplements...Viviscal Professional is a useful addition to my treatments (hormone balancing, platelet rich plasma).”

Dr. Daniel Sister,
World Renowned
Anti-Ageing &
Hormone Specialist



“Wow!
Viviscal Professional was different!
It worked incredibly well, the results were remarkable and most importantly our study patients were uniformly happy.”

Dr. Steven Dayan,
US Surgeon



For more information

on stocking Viviscal Professional in your clinic please contact us using the below details.


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