



INTENSE REPAIR TREATMENT

Key Ingredient: Capixyl, which strengthens, thickens and prevents hair loss while stimulating natural growth.

- *Patented Biomimetic (mimic's the body's natural processes) peptide formula*
- *Higher proven results than other leading hair loss brands*
- *Clinical results prove significant results in just 90 days*

It is an undeniable fact that the health of our hair and the way we wear or style it influences the way society perceives us and, because of this, it is fairly safe to say that sometimes we feel we are our hair. Many people admit that their hair helps them define their identity and that the loss of hair often affects their self-esteem and self-confidence.

Human hair is composed of a structural protein called keratin, which is the visible part of the hair. The hair's root, contained within the hair follicle, is located just below the surface of the skin. Keeping the hidden parts of the hair and scalp healthy and functional is incredibly important when it comes to the prevention of cellular aging and hair loss.

There are approximately 100,000 hair follicles on the human head. Each is capable of growing roughly 20 hairs over the course of a lifetime. Healthy hair grows at a rate of 3 to 4 mm per day. Normal hair growth and

loss is completely random and, at any given time, a random number of hairs will be in the various stages of growth and shedding.

95% of all hair loss is due to androgenetic alopecia (male pattern baldness), which can affect both men and women of all ages. Androgenetic alopecia is said to affect about 50% of men and roughly the same percentage of women over the age of 40. In fact, by age 35, two-thirds of American men will be confronted with thinning hair and a significant degree of noticeable hair loss. Approximately 25% of men who suffer from androgenetic alopecia begin to show signs of thinning hair before they reach the age of 21.

In the United States, androgenic alopecia affects an estimated 35 million men and about 21 million women. In men, it begins at the crown, temples, or both. In women, the hair becomes thinner all over the head, though the hairline does not recede as it does with men. Fortunately, androgenic alopecia in women rarely leads to total baldness.

To address this growing concern, MONAT developed Intense Repair Treatment which features a significant amount of Capixyl™, an innovative and unique active complex designed to prevent and stop the hair loss process while stimulating hair growth.

Through the use of a novel catalyst, MONAT has been able to transport Capixyl™, composed of a high tech patented amino acid biomimetic peptide with a red clover flower extract rich in Biochanin A, to the hair follicle, surrounding connective tissue, and skin, thus helping to increase the size of the hair follicle, improve hair anchoring, effectively inhibiting the formation of DHT (the hormone which shortens the hair cycle and is known to cause hair follicle damage), help reduce chronic inflammation and limit free radical damage.

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Visibly longer, fuller, stronger, younger-looking hair in just 90 days. Guaranteed!

Q: IF MY PARENTS HAVE LOST THEIR HAIR, WILL I?

A: Possibly. Genetics play a major role in hair loss – inheriting a family trait which involves natural, age-related hormonal changes that may trigger hair loss is very common.

Q: DO HORMONES AFFECT HAIR LOSS?

A: Yes. Many underlying health issues can cause hair thinning, including a malfunctioning of the hormone-producing thyroid gland and the natural hormonal changes women experience after pregnancy and during menopause.

Q: I HEARD LOW-CARB DIETS CAN CAUSE HAIR TO THIN. IS THIS TRUE?

A: Maybe. The foods we eat play an important role in hair thinning. A diet rich in animal fats, rapid weight loss, and other forms of extreme dieting can result in a lack of essential amino acids and minerals such as iron and zinc -- all of which are essential for healthy-looking hair.

Q: HOW DOES STRESS AFFECT THE HEALTH OF MY HAIR?

A: Stress can produce increased levels of testosterone, a hormone that can interrupt the hair's growth cycle when converted to DHT. Stress can also often restrict blood flow resulting in a decrease in the amount of oxygen, nutrients, and vitamins that are carried to the hair follicle.

Q: I TAKE QUITE A FEW MEDICATIONS. WILL THAT CAUSE A PROBLEM WITH MY HAIR?

A: Yes. The hair follicle is incredibly sensitive to changes in the body. Any hormone therapy (including birth control) can contribute to hair thinning, as can steroids, specific chemotherapies, and medication for blood pressure, diabetes, heart disease, lupus and acne.

Q: WILL USING THE WRONG PRODUCTS HURT MY HAIR AND MAKE IT THINNER?

A: Yes. Using products containing harmful ingredients contributes to thinning.

Q: DOES THE ENVIRONMENT HAVE AN EFFECT ON MY HAIR?

A: Yes. Air and water pollutants, chlorine, metals, and minerals can remain on the scalp and cause dryness, brittleness, and damage.

Q: I WAS TOLD TO BRUSH MY HAIR 100 TIMES BEFORE GOING TO BED EACH NIGHT. DOES THIS HELP KEEP IT FROM THINNING?

A: No. In fact, that is an old wives' tale. Excessive brushing can cause hair to break and become brittle, and the rigorous brushing action can pull the hair out and damage the follicle resulting in permanent hair loss.

Q: WILL STYLING ALSO CAUSE DAMAGE?

A: Sometimes. High-heat styling tools can damage the cuticle, the protective outer layer of the hair shaft. Tight braiding and improperly applied extensions put tension on the hair and can also lead to thinning.

Q: WILL COLORING MY HAIR CAUSE IT TO THIN?

A: Yes. Chemically enhanced hair has been shown to lose three times as much protein in water as natural hair, contributing to weakness and dryness. Residues left behind by chemical services including color treatments, chemical straightening or perming can cause scalp irritation and inhibit healthy hair growth.

Q: I'M STILL YOUNG - IN MY LATE 20'S. DO I NEED TO WORRY ABOUT HAIR LOSS?

A: Possibly. The diameter of hair begins to decrease in our 30's, gradually becoming finer. From this age onwards, a contributing factor for men is pattern baldness, while women can experience thinning as a result of hormonal changes. Taking action now to strengthen and nourish the hair and scalp is the wisest choice to prevent hair loss in the future.

