

## **Welcome to Viviscal**

Viviscal®, one of the best selling hair growth supplement in the US, is now available with TVSN. The Viviscal® brand of hair care products is enjoying rapid and substantial growth in Europe, USA and across the world.

According to a recent survey prepared for Viviscal, hair loss such as hair thinning is experienced by more than one in five women and almost one in two men.

At Viviscal we understand the science of hair and the impact hair loss can have on self-esteem and confidence. We've been researching hair loss for over 20 years and are very proud to launch our hair growth supplement on the Australasian market.

Viviscal's efficacy has been clinically trialled. Our hair growth supplements are supported by 6 clinical studies.

## **Viviscal Maximum Strength**

Viviscal® Maximum Strength supplements are scientifically formulated to nourish the hair and support healthy hair growth from within in women with thinning hair.

Viviscal Maximum Strength supplements for women are fortified with the key nutrients Biotin and Zinc which help nourish the hair follicle from within and our proprietary marine protein complex AminoMar C™.

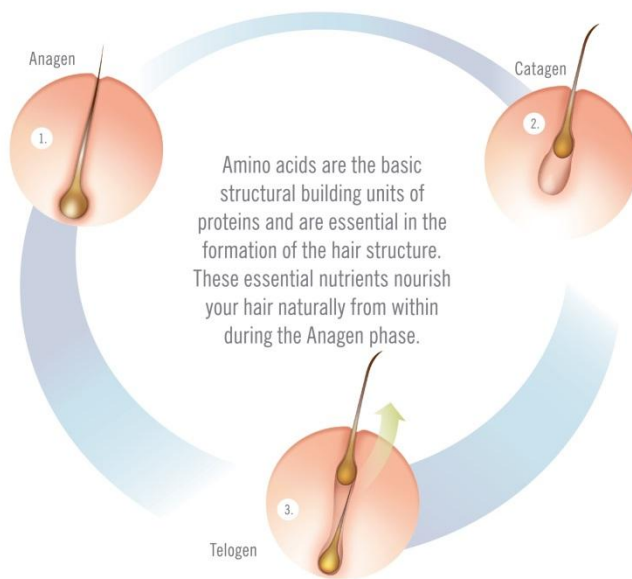
93% of customers in the US would recommend Viviscal to a friend, but don't just take our word for it, take a look at our customer reviews to hear what results they have had.

## **The healthy hair growth cycle**

There are a wide range of factors that can impact on the health of the hair and hair growth.

Hair thrives on a plentiful supply of specific nutrients such as vitamins, proteins and minerals. Having a well-balanced diet is essential. If a person's diet is lacking in specific nutrients, it may be reflected in the condition of their hair.

Hair grows from the follicle, or root, underneath the skin. The hair is 'fed' by blood vessels at the base of the follicle, the dermal papilla, which give it the nourishment it needs to grow. Between starting to grow and falling out years later, each hair passes through three distinct growth stages: Anagen, Catagen, and Telogen. It's important to note that every hair is at a different growth stage of the cycle.



## Frequently Asked Questions

### Q. How will Viviscal® help me?

Viviscal® has been specifically developed to nourish the hair and support healthy hair growth from within in women with thinning hair.

Viviscal® supplements contain Amino Mar C™, a marine complex that supplies vital nutrients needed to support normal healthy hair growth.

### Q. Does it work?

Viviscal's efficacy has been supported by 6 published clinical trials with research and development spanning a 20 year period. Over 20 million units have been sold to date worldwide.

We cannot give a 100% guarantee, however, Viviscal has been proven to work in 85% of cases.

In a recent trial (Stephen's trial on <http://www.viviscal.com.au/scientific-studies>) revealed:

- An 18.3% reduction in hair shedding after 3 months compared to the Placebo group
- A 7.4% increase in hair thickness after 6 months compared to the Placebo group (based on the measurement of vellus hair diameter)

### Q. Is Viviscal® Maximum Strength suitable for everyone?

Viviscal is suitable for both men and women over the age of 18 of all races and hair types. Viviscal is not suitable for children under 18, those with an allergy to fish, shellfish, or women who may be pregnant or breastfeeding. Coupled with this Viviscal is not suitable for vegans, vegetarian and those on a kosher diet. It is always advisable to consult with your doctor before taking any food supplement. Viviscal does not contain dairy, soya, nuts, eggs, gluten, or wheat.

### Q. How often should I take Viviscal®?

Viviscal recommends taking 2 supplements per day, one in the morning and one in the evening with water. Based on clinical trial results, we recommend taking 2 supplements per day over a period of four to six months.

**Q. Why Viviscal?**

Viviscal is one of the best selling hair growth supplement in the US. Viviscal is the only hair growth supplement that contains AminoMar C™. Every day we get positive feedback from people who have been taking Viviscal. In a recent US survey 93% of customers said they would recommend it to a friend.

**Q. Will Viviscal cause hair to grow elsewhere on my body?**

Viviscal targets the hair follicles on the head. Some customers report eye lash and eyebrow growth.

Body hair, which is also known as androgenic hair, has different growth phase cycles to scalp hair.

(The Anagen phase is shorter, and the Telogen phase is longer and this accounts for why head hair can grow quite long and body hair is short. Whilst the Anagen phase for scalp hair lasts between two and seven years, the androgenic hair (Anagen) growing phase lasts only a few months. The Telogen phase for body hair lasts close to a year.)

**Q. Are there trials & studies to support the formulation?**

The effectiveness of Viviscal is supported by 6 published clinical trials and research and development spanning 20 years.

**Q. Is Viviscal® listed with the Therapeutic Goods Administration in Australia?**

Yes

**Q. What else can I do to grow my hair in addition to taking tablets?**

Hair thrives on a plentiful supply of specific nutrients, high protein rich foods such as meat, fish, eggs, dairy, nuts & pulses to include a diet of vitamins and minerals. Having a well balanced diet is essential. If your diet is lacking in specific nutrients, it may be reflected in the condition of their hair.

**Q. What factors affect healthy hair growth?**

Post-pregnancy, menopause, hereditary factors, stress, medication, poor nutrition, crash dieting, over-styling, hair extensions, colouring, heat treatments.

**Q. Can people under 18 take the Viviscal tablets?**

We indicate that the Viviscal supplement are not intended for anyone under 18 as we would not have had trialled a product in a test environment with a group that is under 18.

**Q. Can I take Viviscal if I am pregnant or breastfeeding?**

After breast feeding and child birth you can start taking Viviscal supplements.

**Q. Can I take Viviscal post chemotherapy?**

We recommend taking Viviscal supplements three months after finishing chemotherapy. (This is based on leaving time for Chemo to clear through the system). Hormone therapy will slow the results as one of the side effects of hormone therapy is thinning hair and hair loss.

## Viviscal Man

Viviscal® Man Supplements help to reduce hair loss and increase hair growth in men with androgenic alopecia.

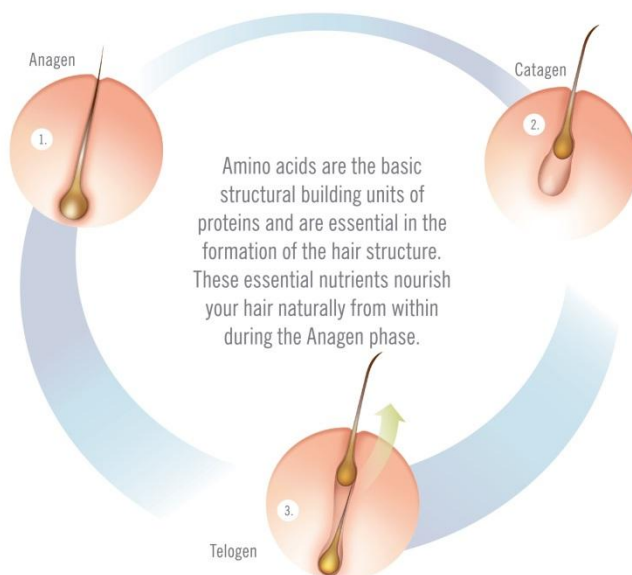
Viviscal Hair Growth supplements are scientifically formulated with the key nutrients Biotin and Zinc which help to maintain normal healthy hair growth from within. These nutrients are uniquely combined with exclusive marine protein extract AminoMar C™.

### The healthy hair growth cycle

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## FREQUENTLY ASKED QUESTIONS

**Q. How will Viviscal® help me?**

Viviscal Man supplements are scientifically formulated to help reduce hair loss and increase hair growth in men with androgenic alopecia.

Viviscal® supplements contain Amino Mar C™, a marine complex that supplies vital nutrients needed to help maintain normal healthy hair growth.

Almost, one in two men are experiencing hair loss such as thinning.

#### **Q. Will Viviscal work for me?**

Hair loss in men – Genetic male pattern baldness (also known as androgenic alopecia or androgenetic alopecia) occurs when the dihydrotestosterone (DHT), or male sex hormone, is produced in the male body. DHT causes the follicles to miniaturise (shrink) inhibiting hair growth, preventing nutrient supply to the hair follicle.

Hair loss in men is often genetically inherited or a result of the ageing process.

Viviscal Man® works by increasing the Anagen phase of the hair growth cycle.

If the hair follicles have been inactive for longer than 2 years that the likelihood of restoring them is now very slim.

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