

cliniscalp

BOTANICAL
THINNING HAIR
SOLUTIONS



For the thin **that's never in.**

Advanced Botanical Thinning Hair Solutions
clinically proven to leave hair **fuller, healthier, thicker-looking**

JOICO

At last, thinning hair has an
advanced botanical alternative
with proven effectiveness.



The Cliniscalp Purpose

Cliniscalp fuses the power of proven botanicals with advanced hair care science to create stylist-backed solutions for thinning hair.

Whether hair is chemically treated or natural, in the early or advanced stages of thinning, Cliniscalp's 3-step daily regimen help achieve an optimal scalp environment to maximize your hair's natural growth potential.

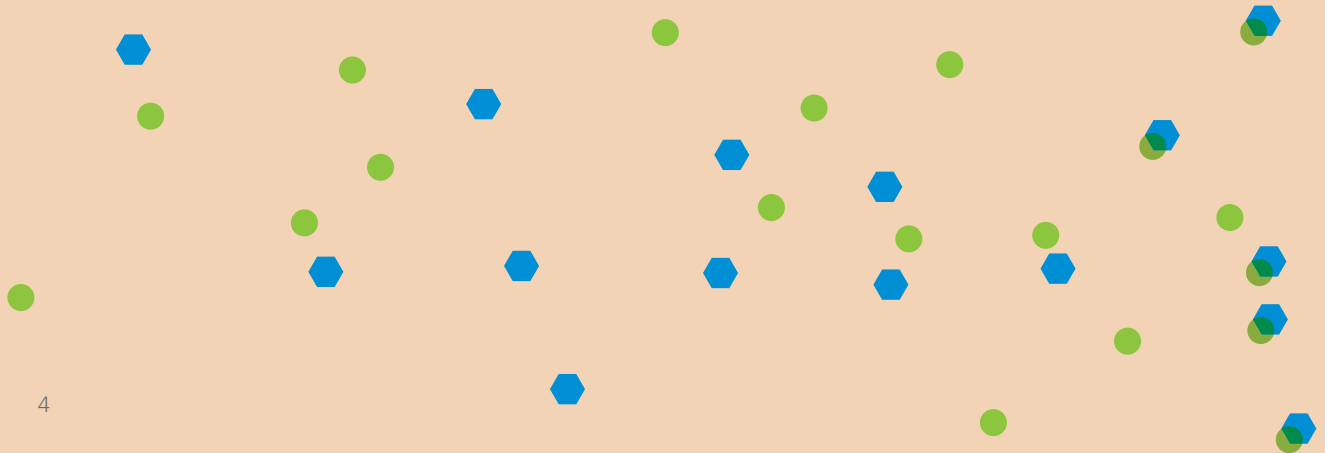


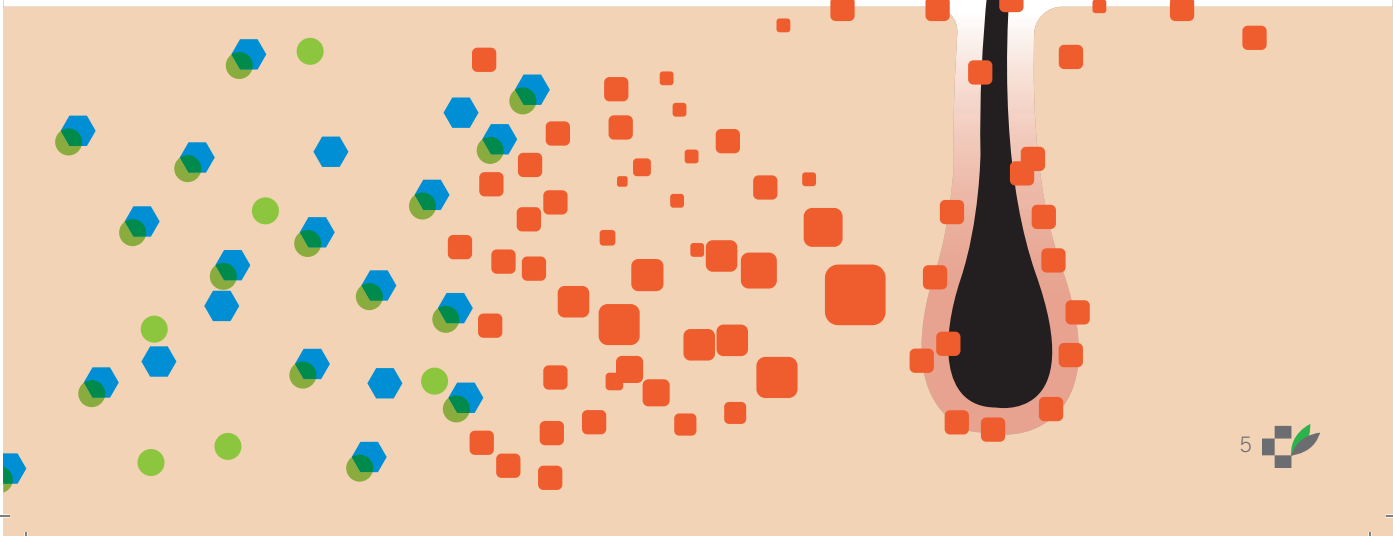
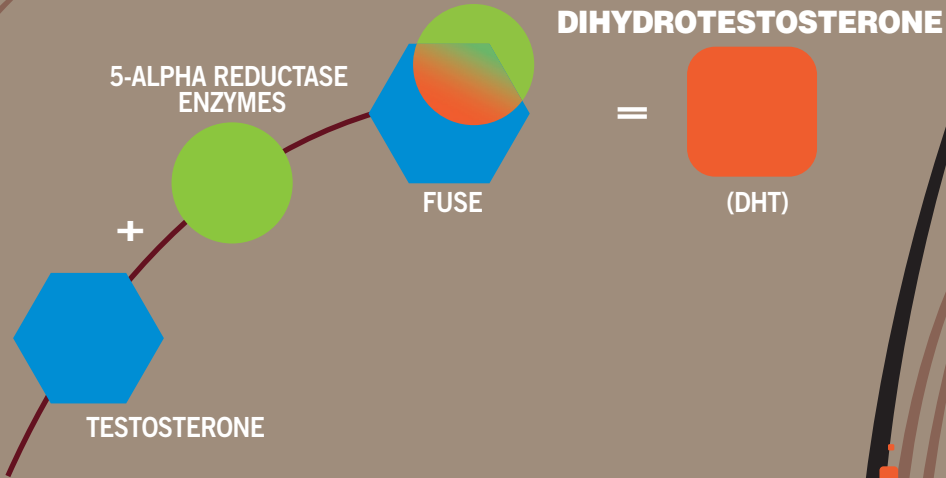
Clinically proven to leave hair
fuller-, healthier-, thicker-looking*

*Based on a US independent clinical study of (28 participants).

Why does hair thin?

Androgen hormones (like testosterone)—produced by the adrenals, ovaries and testes—are transported into the hair follicle area. In the hair follicle, 5-alpha reductase (an enzyme) converts testosterone into **dihydrotestosterone (DHT)**. An excess of DHT increases the rate of hair thinning over time.





8 Major Causes of Hair Loss

As the number of men and women experiencing hair loss continues to rise, more and more hair care research is being dedicated to discovering the factors that can contribute to hair loss. To date, scientists have identified eight major causes:



Genetics: A genetic predisposition of hormonal balances and imbalances, along with the conversion of testosterone into dihydrotestosterone (DHT), are the lead causes of hair loss. Contrary to popular belief, genetic predisposition to hair loss can be inherited from either your mother's or your father's side of the family.



Aging: The aging process can play a role in follicle deterioration and hair loss.



Stress + Trauma: Stress produces increased levels of testosterone, which converts to DHT and interrupts the hair growth cycle. Stress and trauma can also constrict the blood supply to the capillaries, causing a lack of oxygen and nutrient uptake, as well as poor vitamin and nutrient assimilation of the hair follicles.



Nutrition + Diet: Poor nutrition, rapid weight loss, a high consumption of animal fats, and deficiencies in biotin, iron, protein and zinc can reduce the vital amino acid and vitamin assimilation needed for hair growth.



Health: Thyroid diseases, as well as the side effects of the medications used to treat these diseases, are the most common health related causes of hair loss.



Life Changes: Hormonal changes during pregnancy can lead to temporary hair loss that can last from six months to up to a year after childbirth. Menopausal women can also experience hair loss due to hormonal shifts.



Medications: Birth control, steroids and chemotherapy, in addition to many blood pressure, diabetic, heart disease and acne medications, can cause temporary or permanent hair loss. Consult with your doctor to learn more about the potential side effects of the medications you are prescribed.



Environment: Environmental pollutants in the air and water, as well as exposure to chlorine, metals and minerals, can lead to hormonal imbalances that can contribute to hair loss. UV exposure and free radicals can also prematurely age the scalp cells and damage the hair shaft.

The Cliniscalp Method

Cliniscalp's 3-step daily regimen wages a comprehensive attack against hair loss by:

1. Cleansing the scalp of sebum and DHT with botanical 5-alpha reductase enzyme inhibitors.
2. Helps neutralize environmental environmental pollutants that can weaken or damage the scalp and hair follicles.
3. Providing essential nutrients to the scalp and hair follicles.
4. Increasing the microcirculation of the scalp to prepare it for targeted treatment.
5. Strengthening and maintaining existing hair.

85% of people with thinning hair were satisfied with results after just **1 week** of use*

*Based on a US independent clinical study of (28 participants).

Clinically Synergized Formulas

Cliniscalp takes an advanced approach to botanical hair care with its clinically synergized formulas.

Each Cliniscalp formula contains a unique combination of carefully blended botanicals, essential vitamins and modern technology, which together create a powerful synergy that helps provide maximum results.

Syn·er·gy (sin'er-je)

n. The interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects.



Ingredient Highlight:

Peppermint Leaf Oil & Densiox

Peppermint Leaf Oil plays a crucial role in the effectiveness of the complete range of Cliniscalp products. While Peppermint Leaf Oil's proven antioxidant qualities are widely known, research has revealed that it also possesses many other properties that are essential for an optimal scalp environment and healthy hair growth.

Densiox, a patented hair rejuvenating complex in Cliniscalp Advanced Thinning **Rescue**, nourishes follicle with active ingredients.

At last, thinning hair has an **advanced botanical alternative** with proven effectiveness.





the **right steps** for me



	Step 1	Step 2	Step 3	
	STEP 1	STEP 2	STEP 3 Early stages of thinning	STEP 3+ Advanced stages of thinning
Natural hair	purifying scalp CLEANSE	balancing scalp NOURISH	stimulating scalp TREAT	advanced thinning RESCUE
Chemically treated hair	purifying scalp CLEANSE	balancing scalp NOURISH	stimulating scalp TREAT	advanced thinning RESCUE
Itchy, flaky scalp – natural hair	anti-dandruff CLEANSE	balancing scalp NOURISH	stimulating scalp TREAT	advanced thinning RESCUE
Itchy, flaky scalp – chemically treated hair	anti-dandruff CLEANSE	balancing scalp NOURISH	stimulating scalp TREAT	advanced thinning RESCUE



regimen for natural hair



STEP 1

Purifying Scalp **Cleanse**

Purpose:

To cleanse the scalp of DHT and environmental residue that can contribute to hair loss, helping to create an optimal scalp environment for healthier-, thicker-looking hair.

Method:

- **Biotin, Vitamin B6 + Nettle** help nourish the scalp and remove DHT
- Antioxidant **Vitamin A, Vitamin E + Ginkgo Biloba** help neutralize damaging free radicals
- Invigorating **Balm Mint + Hops** help cool, soothe and improve the condition of the scalp
- **Peppermint Leaf Oil** helps create an optimal scalp environment



STEP 2

Balancing Scalp **Nourish**

Purpose:

To nourish, balance and protect the scalp, helping to create an optimal scalp environment for healthier-, thicker-looking hair.

Method:

- **Sunflower Oil, Rosemary Oil + Ivy Extract** help intensely moisturize the scalp and hair and protect both from damaging environmental aggressors
- **Ginseng + Hops** help nourish and improve the condition of the scalp
- **Peppermint Leaf Oil** helps create an optimal scalp environment



regimen for chemically treated hair



STEP 1

Purifying Scalp **Cleanse**

Purpose:

To cleanse the scalp of DHT and environmental residue that can contribute to hair loss, helping to create an optimal scalp environment for healthier-, thicker-looking chemically treated hair.

Method:

- **Biotin, Vitamin B6 + Nettle** help nourish the scalp and remove DHT
- **Glycoproteins** help protect and moisturize chemically treated hair
- **Vitamin A, Vitamin E + Ginkgo Biloba** help neutralize damaging free radicals
- **Aloe Vera Gel + Balm Mint** help soothe and cool the scalp
- **Peppermint Leaf Oil** helps create an optimal scalp environment



STEP 2

Balancing Scalp **Nourish**

Purpose:

To nourish, balance and protect the scalp, helping to create an optimal scalp environment for healthier-, thicker-looking chemically treated hair

Method:

- **Sunflower Oil, Rosemary Oil + Ivy Extract** help nourish and defend against damaging environmental aggressors
- **Glycoproteins** help protect and moisturize chemically treated hair
- **Aloe Vera Gel + Balm Mint** help soothe the scalp
- **Ginseng + Hops** help nourish and strengthen the scalp
- **Peppermint Leaf Oil** helps create an optimal scalp environment





regimen for itchy, flaky scalp



STEP 1

Anti-Dandruff Cleanse

Purpose:

To control dandruff, alleviate itching, and help create an optimal scalp environment for healthier-, thicker-looking hair. Cleanses the scalp of loose flakes, DHT and environmental residue that can contribute to hair loss.

Method:

- **Zinc Pyrithione** helps control dandruff
- **Biotin, Vitamin B6 + Nettle** help nourish the scalp and remove DHT
- **Antioxidant Vitamin A, Vitamin E + Ginkgo Biloba** neutralize damaging free radicals
- **Invigorating Balm Mint + Hops** cool, soothes and helps improve the condition of the scalp
- **Peppermint Leaf Oil** helps create an optimal scalp environment



STEP 2

for natural hair

Balancing Scalp Nourish

Purpose:

To nourish, balance and protect the scalp, helping to create an optimal scalp environment for healthier-, thicker-looking hair.



for chemically treated hair

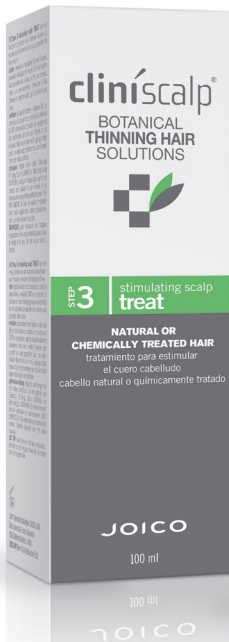
Balancing Scalp Nourish

Purpose:

To nourish, balance and protect the scalp, helping to create an optimal scalp environment for healthier-, thicker-looking chemically treated hair



treatment solution for early stages of thinning hair



STEP 3

Stimulating Scalp Treat

Natural or Chemically Treated Hair

Purpose:

To accelerate scalp respiration, nourish hair follicles, and remove DHT and environmental residue buildup from the scalp, helping to create an optimal scalp environment for healthier-, thicker-looking hair.

Method:

- **Biotin + Vitamin B6** help nourish the scalp and prevent DHT buildup
- Boosts scalp circulation, helping increase oxygen and nutrient flow to hair follicles
- **Vitamin A, Vitamin E + Ginkgo Biloba** help protect the scalp against damaging free radicals
- **Peppermint Leaf Oil** helps create an optimal scalp environment





treatment solution for advanced stages of thinning hair



STEP 3+

Advanced Thinning Rescue

Natural or Chemically Treated Hair

Purpose:

To rescue hair in advanced stages of thinning by increasing the oxygen supply to the scalp and delivering a megadose of nutrients to the hair follicles, helping to create an optimal scalp environment for healthier, thicker-looking hair. Use in place of Stimulating Scalp Treat for extremely thinning hair.

Method:

- **Densiox**, a patented hair rejuvenating complex, nourishes and stimulates each follicle at its growth center
- Boosts scalp circulation, helping to prevent DHT buildup and protect the scalp against damaging free radicals
- **Peppermint Leaf Oil** helps create an optimal scalp environment



How does Advanced Thinning Rescue work?

Advanced Thinning Rescue extends the natural growth cycle of hair, increasing hair diameter and length. It also increases blood circulation, scalp respiration and nutrient delivery to the hair follicles, creating an optimal environment for hair growth.

Why is it suggested to use Cliniscalp Cleanse and Nourish with Advanced Thinning Rescue?

All Cliniscalp products have been formulated for maximum synergy, from Cleanse to Nourish to Rescue. When used as recommended, this regimen results in an optimal scalp environment to encourage healthy hair growth.

Will Advanced Thinning Rescue cause temporary scalp redness?

Yes, Nettle, Biotin, Coix Extract, Benzyl Nicotinate (niacin), Licorice Root Extract + Vitamin A help to increase blood flow to the scalp, causing temporary redness.

Can I color, perm or chemically straighten my hair while using Advanced Thinning Rescue?

Yes, always cleanse your hair and scalp prior to any chemical service to avoid any likeliness of scalp irritation.

3-step trial kits

for **natural hair**

for **chemically treated hair**



Complete trial kits are available for early and advanced stages of thinning hair.

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advanced botanical **thinning hair** solutions

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