

# S<sup>2</sup>RM<sup>®</sup> TECHNOLOGY HAIR THICKENING SERUM

## *For Beautiful, Healthy Hair*

For the millions who are beginning to experience thinning hair or loss of hair, Hair Thickening Serum is a highly effective option that makes your hair look and feel healthier, fuller, and more vibrant.

### S<sup>2</sup>RM<sup>®</sup> HAIR THICKENING SERUM:

- Helps to increase hair thickness
- Helps restore natural hair color
- Nourishes the hair follicle for lasting results

## REAL PATIENT RESULTS

Before and after photos show hair pattern at 8 weeks. Hair begins to recondition between 6-8 weeks of treatment due to improved health of scalp. We recommend a maintenance program of 3-4 times per year to maintain scalp health.



BEFORE



AFTER 8 WEEKS



BEFORE



AFTER 8 WEEKS

*Photos have not been altered in any way. Results may vary.*

## Who We Are

NeoGenesis is in the business of providing products that enhance people's lives. With a core emphasis on serving oncology patients, our products are completely safe, yet highly effective for everyone.

NeoGenesis hair care products return to the adult those nutrients once created in abundance during our youth that slow down as we age. We deliver those nutrients in a way that works within your hair's normal growth cycle.

Talk to your professional about our host of different programs to help you achieve that healthy, radiant look and feel you so deserve.

Learn more about our wonderful line of lash, brow and skincare products through your professional or visit the NeoGenesis website: [neogenesis.com](http://neogenesis.com).

### S<sup>2</sup>RM<sup>®</sup>

S<sup>2</sup>RM<sup>®</sup> is a patent-pending exosome-based system using the most advanced science. Explore the science behind this next generation of stem cell technology: [neogenesis.com/science](http://neogenesis.com/science).

### COMMUNITY

We invite you to join our expanding network of communities that will focus on serving the oncology patient and their families. Four out of ten people in the U.S. have cancer. There is much we can do to reduce the pain and improve the quality of life for those going through treatments. Join our network of people that care about people through our website: [neogenesis.com/community](http://neogenesis.com/community).

Science Never Looked So Good™

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## Hair Thickening Serum

For Visibly Denser,  
Healthy-Looking Hair

Enhancing and mimicking your own stem cell processes for hair that looks and feels healthy, manageable, and strong.

neo  
GENESIS

Next Generation Stem Cell Science™

## STEM CELL-BASED S<sup>2</sup>RM<sup>®</sup> CORE TECHNOLOGY



### Enhancing Your Own Body's Mechanisms for Healthy, Full Hair

The S<sup>2</sup>RM<sup>®</sup> strategy recognizes the complex mixture of molecules secreted by multiple stem cell types to be a system therapeutic, which will closely mimic the collective actions of the multiple stem cell types in their native state in the human body. S<sup>2</sup>RM<sup>®</sup> consists of methods for culturing adult stem cells and progenitor cells in a proprietary, patented, manner.

The secretome created by these cells is harvested, purified, and formulated into a topical for treating thinning hair. Specifically, no living cells are present in the formula, only the molecular secretome. The selection of specific stem cell types and culturing conditions leads to the development of a formula specifically suited for the scalp and hair follicle.

#### S<sup>2</sup>RM<sup>®</sup> TECHNOLOGY:

- Uses multiple adult human stem cell types in and around the hair follicle.
- Captures the molecules released from the stem cells for our formulations.
- Mimics and enhances the body's natural regenerative processes.
- Only NeoGenesis has this technology.



## Thicken Your Hair With Stem Cell-Based Technology

NeoGenesis Hair Thickening Serum is the first to combine the benefits of the stem cell, S<sup>2</sup>RM<sup>®</sup> Technology with potent antioxidants, peptides, and other innovative stem cell nourishing ingredients to recondition the scalp and hair follicles.

Hair Thickening Serum™ is a non-invasive and effective shift from conventional treatment options to one that works with your body's natural healing process to promote beautiful, healthy hair.

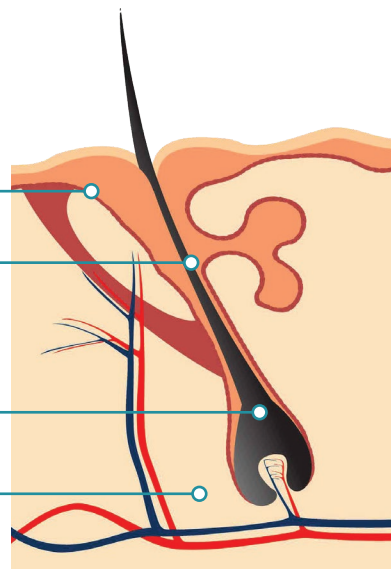
Specially formulated for easy, topical application to the scalp. S<sup>2</sup>RM<sup>®</sup> when applied to follicle system mimics and enhance stem cell function. S<sup>2</sup>RM<sup>®</sup> (molecules) from stem cells grown in a laboratory recondition stem cell niche of hair follicle and the surrounding tissue.

OUTER LAYER FIBROBLAST

BULGE STEM CELL

DP STEM CELL

INNER LAYER FIBROBLAST



**Ingredients:** Human Fibroblast Conditioned Media, Human Stem Cell Conditioned Media, Hydroxyethylcellulose, Deionized Water, Dehydroacetic Acid and Benzyl Alcohol.

## HAIR THICKENING SERUM APPLICATION

For best results, it is necessary to properly prepare the scalp prior to treatment. Optimal conditions allow for improved absorption that will help facilitate natural hair follicle regeneration.

① Thoroughly cleanse scalp, then apply while scalp is still damp, and before any other hair conditioning or styling products.

② Apply NeoGenesis Hair Serum once daily, directly to the root of the hair, in affected areas until bottle is empty (approx. 3-6 weeks).

#### PLEASE NOTE:

- Apply while the hair is damp so formula is not absorbed by the dry hair shaft (*provides no benefit*).
- It is not necessary to saturate entire scalp with NeoGenesis Hair Serum – only the area(s) of hair loss.

③ After applying NeoGenesis Hair Serum, massage formula into the scalp and allow to dry for 1-2 minutes. Then style as usual.

- NeoGenesis Hair Serum will not interfere with styling products, or affect colored or bleached hair.

Results may vary, but visible hair conditioning is usually noticeable in 8-12 weeks. Once desired result is achieved, maintenance program of 3-4 times per year is recommended to maintain healthy looking, vibrant hair.

## PROTOCOLS

Ask about protocols that tie in with our products and modalities such as Micro-needling, Nano-Needling, Laser Light therapies to provide faster results. We assist you in integrating protocols into a great service menu that ties into ongoing protocols your patient follows at home.