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Introducing Bosley® Professional Strength™

The one-stop shop for thicker, fuller-looking hair

(Beverly Hills, CA) – Hair loss affects approximately 35 million men and 21 million women in the U.S., yet there hasn't been a comprehensive line of salon haircare products to help treat thinning hair... until now. Introducing **Bosley® Professional Strength™**, the first salon-only, comprehensive hair preservation regimen for men and women that helps maintain thicker, fuller-looking hair.

"I founded **Bosley Professional Strength** because I saw the need for a comprehensive hair preservation regimen that goes beyond today's thinning hair products," said **Bosley® Professional Strength™** President Eric McLemore. "With this new venture, we're bringing together Bosley, the most recognizable name in hair restoration, and a wealth of scientific research in haircare to introduce innovative and high performance products for fine and thinning hair to the American salon consumer."

Bosley® Professional Strength™ is the result of a collaboration between the doctors at Bosley® Inc., the world leader in hair preservation, and hair professionals who wanted a complete solution to help clients treat thinning hair. In addition to its comprehensive line of products, **Bosley® Professional Strength™** provides training for stylists to help provide expert guidance to their clients. Now, not only are stylists able to recommend a line of advanced thickening haircare and styling products and hair re-growth treatments, but they can also refer clients to Bosley centers nationwide for counseling on Propecia, Lasercomb and hair restoration services.

In order to unite science and style, **Bosley® Professional Strength™** enlisted the help of both medical professionals and stylists. The brand worked in consultation with Bosley Medical Director **Dr. Ken Washenik, M.D., Ph.D** to deliver the newest, most effective advances in topical hair preservation to the line. To create awareness of these scientific innovations within a mainstream audience, the brand teamed with celebrity hair stylist **Dean Banowitz**, who has worked on top TV shows such as "American Idol" and understands the innate link between image and hair (and who was a Bosley® Inc. client himself).

The **Bosley® Professional Strength™** line includes daily-use thickening products for color-treated and non-color-treated hair, weightless volumizing styling products and healthy hair treatments, all of which offer an effective solution to create thicker, fuller-looking hair. The collection of daily-use products is further divided to target two different groups of clients. The first group includes those who have normal to fine hair and/or early signs of thinning hair. The second group includes those who exhibit more advanced signs of thinning or who may be experiencing hair loss. **Bosley® Professional Strength™** offers two regimens to address these individual needs.

- **Bos-Defense™ Haircare:** For normal to fine hair and minor thinning; volumizes and thickens
- **Bos-Revive™ Haircare:** For visibly thinning hair and hair loss; reconditions hair and rejuvenates the scalp

All products are vegan and completely free of sulfates, phthalates and parabens. All products for color-treated hair contain ColorKeeper Complex, which helps to enhance and extend color.

Bosley® Professional Strength™ boasts formulas that contain more D.H.T. Inhibitors (which help defend against the effects of D.H.T., the most commonly implicated cause of hair loss) than most. Through extensive research, **Bosley® Professional Strength™** created LifeXtend Complex, an exclusive blend of ocean marine, plant and biogenic ingredients that create the ideal conditions needed for hair preservation, growth and restoration. Ocean marine ingredients such as laminarhane from plankton help hydrate follicles and nourish hair shafts, inhibiting toxins such as D.H.T. Plant ingredients such as those found in apple stem cells have been shown to help support healthy hair growth and assist in strengthening follicles, creating the healthy scalp environment necessary for hair preservation and re-growth. Biogenic ingredients such as pentapeptides, which occur naturally in the hair and skin, help strengthen and fortify follicles and hair shafts, creating visibly thicker, fuller hair.

DAILY-USE HAIRCARE

Bos-Defense™ and **Bos-Revive™** daily-use haircare formulas for color-treated and non-color-treated hair remove debris and toxins to nourish, volumize and thicken, creating noticeably thicker, fuller-looking hair in three easy steps:

- Step 1: Nourishing Shampoo removes toxins such as D.H.T.
- Step 2: Volumizing Conditioner infuses weightless body and shine
- Step 3: Thickening Treatment creates thicker-looking hair

VOLUMIZING & THICKENING STYLING PRODUCTS

These lightweight styling and finishing products help create thicker, fuller-looking styles without weighing hair down. The formulas are humidity- and heat-resistant, alcohol-free and provide protective benefits during thermal styling. **Bosley® Professional Strength™** styling products also contain ColorKeeper and LifeXtend Complex.

- Styling Gel – for control and added thickness
- Nourishing Leave-In – detangles, protects and adds body
- Styling Hairspray – creates volume and hold
- Styling Mousse – creates body, texture and hold

HEALTHY HAIR TREATMENTS

Bosley® Professional Strength™ Healthy Hair Treatments help stimulate the scalp and promote thicker, fuller-looking hair.

- Follicle Energizer – repairs and protects
- Follicle Nourisher – primes the scalp and amplifies treatment benefits
- Hair Regrowth Treatment – FDA approved 2% and 5% Minoxidil treatments for hair re-growth

Bosley® Professional Strength™ will be available at professional beauty salons and barber shops nationwide beginning January 2010. Product prices range from \$14.95 to \$48.95. For more information, visit www.bosleypro.com.